

PRINTERS' INK

REGISTERED U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

VOL. CII, No. 7 NEW YORK, FEBRUARY 14, 1918

10c A COPY

We Have Received A Gracious Letter

IN appreciation of the calendar which Advertising Headquarters has been in the custom of sending to clients, the following letter came in. It is from an institution of learning—one of about 400 schools and colleges which we advertise:

“Thank you for your beautiful 1918 calendar which has just been received. For a number of years it has been our custom to place the calendar in the class room which has best exemplified your motto, ‘Keeping everlastingly at it brings success.’ There is keen competition to win the honor.”

N. W. AYER & SON

ADVERTISING HEADQUARTERS

PHILADELPHIA

NEW YORK

BOSTON

CHICAGO



Sell a Standard Farmer and You Sell His Neighbors too

When you sell a Standard Farmer you do more than make a sale—you enlist in your service a salesman who sells without pay.

Why seek merely to make a sale?

Why not secure both sales and sales influence all in one prospect? You get both in Standard Farmers.

Go after prospects who will sell as well as buy your goods.

Standard Farmers are leading men in their communities,

and whatever they do is readily noticed by their neighbors—and followed.

If a Standard Farmer puts up a new style of silo, or invests in a tractor, or buys a piano-player for his family, other farmers follow his example and invest in the same brands of the same things.

Sell a Standard Farmer and other orders follow.

It costs no more to reach Standard Farmers.

The Standard Farm Market (Over One Million Farm Homes)

offers not merely one million home owner prospects, but a corps of one million salesmen representing you all over the country.

Sell a Standard Farmer and you sell his neighbors too.

Prairie Farmer, Chicago

Established 1841

Pennsylvania Farmer

Established 1880

The Breeder's Gazette

Established 1881

Hoard's Dairyman

Established 1870

The Ohio Farmer

Established 1848

The Michigan Farmer

Established 1843

The Wisconsin Agriculturist

Established 1877

Pacific Rural Press

Established 1870

The Farmer, St. Paul

Established 1882

Wallaces' Farmer

Established 1895

Progressive Farmer

Established 1886

Birmingham, Raleigh

Memphis, Dallas

GEORGE W. HERBERT, INC.

Western Representatives
Conway Bldg., Chicago

WALLACE C. RICHARDSON, INC.

Eastern Representatives
381 Fourth Ave., New York City

All Standard Farm Papers are members of A. B. C.

PRINTERS' INK

Registered U. S. Patent Office

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VOL. CII

NEW YORK, FEBRUARY 14, 1918

No. 7



Selfridge Tells American Business to "Carry On" in War Time

British Experience Shows That, While the Character of Goods Bought Is Different, Gross Sales Are Larger Than Ever

BUSINESS in war-time is war business; and it can't be made to resemble peace-time business. But there is no reason why it shouldn't be *good* business.

That, in a nutshell, is the message which H. Gordon Selfridge, famous American owner of a great London department store, sent to readers of PRINTERS' INK through an interview last week during his flying visit to America.

"The gross amount of business done by retail stores throughout Great Britain has shown a steady and satisfactory increase for some time past," said Mr. Selfridge. "But no one in his senses would expect that it could be identical in character with the goods sold in 1913. People nowadays are buying more sensibly than they ever did before. They weigh every penny, and make it go as far as possible. They demand *utility*, as the first essential in what they buy. But the business which has enough intelligence to take these facts into consideration can do a satisfactory amount of trade, and show a satisfactory amount of profits."

The record of Selfridge & Company, Ltd., shows that H. G. S. knows how to practice what he preaches. In 1917 its profits were £258,763, or not far from \$1,300,000. The increase in business over the preceding year was \$3,350,000—and this is the more extraordinary when you know that 1916 produced sales for the company fifty per cent larger than 1915,

which in turn was the largest year in the history of the store up to that time.

"With the very beginning of the war the trade in luxuries fell off sharply," Mr. Selfridge told the representative of PRINTERS' INK. "There were two reasons for this: First, the stoppage of manufacture due to commandeering of factories by the government, short supply of materials, loss of labor, etc. The second factor was the curtailment of demand on the part of the public. People didn't know what was coming; they wanted to husband their resources; and they didn't buy anything they didn't need. That first panicky condition of curtailed purchases has in large measure passed away, but the luxuries have never come back into the market. Of course, we've got to understand clearly what is meant by a luxury: a set of table china is a necessity, but a very highly decorated, costly set of china certainly *is* a luxury. It is to the latter type of goods that I refer when I say that business in luxuries has been and still is sharply curtailed.

"It is true that the laboring class has had more money than it ever had before, but you must not run away with the idea that this money has been squandered in buying expensive goods. Most people probably have an exaggerated idea of the sums of money which the munition workers, for example, have been receiving. While here and there a suddenly

enriched worker will buy a magnificent set of furs, or a piano, most of the extra wages has been spent rather soberly and carefully. Then, too, the cost of living has been steadily rising throughout the war; and though this is not so important as it seems, since the figures on increase usually refer mainly to foodstuffs, which constitute not more than fifty per cent of the expenditure, still every family has to take the increased prices into consideration.

"Among people with a fixed income, the increase in the price of goods has been met by purchasing a poorer quality than heretofore, at about the customary price, or a slightly higher one. For instance, a man who once paid fourpence for a handkerchief will now perhaps find that the same handkerchief costs eightpence, whereupon he contents himself with one not quite so good at sixpence. This tendency on the part of the public results in moving out large quantities of less expensive goods."

Quite a brisk business is being done, Mr. Selfridge reports, in the sale of some luxuries, now unobtainable from manufacturers, at second-hand. For example, great numbers of pianos have been sold by the wealthy classes to the stores and bought again by those lower in the social scale.

"Some types of products are not to be had for love or money," Mr. Selfridge observed ruefully. "There's practically not a bit of cutlery obtainable in the country. A splendid new type of rustless steel was introduced a while ago, but is not to be found to-day. Silverware is very scarce, and such things as party gowns for women are not being bought. In the first place, people don't want them—it is bad form to be too well dressed in Great Britain during the war, and, in the second place, there's no one to make them—the women formerly employed in such work are all in war work, or releasing men for war work now."

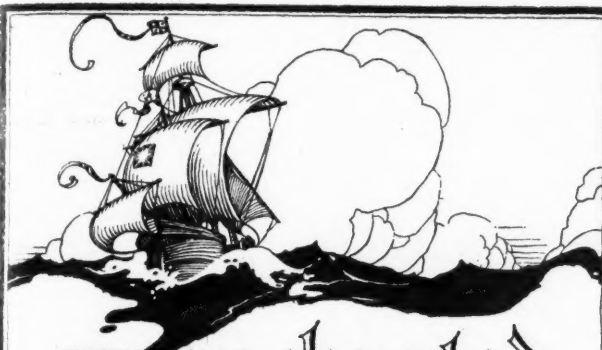
"Just as an example of conditions, there's hardly a clock in England which keeps correct time

any more, and there's nobody to repair them when they get out of order. The clock makers and repair men are all turning out fuses for shells.

"I don't want you to get the impression that the civilian population in Great Britain is suffering any abnormal hardships, because that is not so. We are amply supplied with the necessities of life, and we are perfectly well prepared to keep going on that basis until Germany is beaten. But we're not tolerating any waste. Even necessary repairs on buildings are strictly limited, and many big London establishments are looking pretty shabby for want of paint."

The character of the big Government advertising campaigns has changed of late. In the early days of the war, as our readers know, the recruiting offices and other official advertisers bought their own space. To-day the paper shortage has so strictly limited the size of newspapers and other periodicals that there isn't enough advertising space to go 'round. "When I try to buy full pages in some publications," Mr. Selfridge remarked, "they tell me that's too much space to give one advertiser all at once, and I have to take what I can get. In consequence of this limitation, the Government appeals—concerning the new bond issues, war-savings certificates, etc.—appear in space donated by individual advertisers, and with the name of the business house frequently appearing down in one corner of the copy. I have been donating part of my space not only to the Government, but to all sorts of charity organizations which are appealing to the public for funds."

"It is perfectly amazing to see how vast are the financial resources of a country. I am continually bewildered to see the enormous sums of money that come pouring out to go into war loans, donations, etc., and which yet do not seem to hamper the spending power of the country. My own 4,500 employees have bought \$100,000 worth of war-



Uncharted Seas

Scientific observation convinced Columbus that all beyond the horizon was not void. But he was forced to venture into the unknown to prove it. Success crowned his daring. Modern business has many examples of pioneer efforts just as romantic.

Occasionally a manufacturer may feel that he has expanded his business to the full. That is when he most needs the spirit of a pioneer, for there may be virgin fields and new uses for his products—sales possibilities which have not occurred to him.

To chart new trade routes for established products and to pilot new products over established routes of trade is the function of the Research Department of the H. K. McCann Company.

"Truth Well Told" applies to our research findings as well as to what we say about a client's product to the public.

THE H. K. McCANN COMPANY

61 Broadway, New York

Cleveland

San Francisco

Toronto

An unusual booklet—"Advertising Service"—will be sent to interested executives on request.

savings certificates. The sales of these have been greatly helped by a sort of premium plan which I have put into operation, giving awards to the persons buying stamps of a certain denomination.

"I should say that the United States ought to be able to absorb an almost unlimited number of these war-savings certificates. It's all a question of their being sufficiently well advertised. If they are pushed well I don't see why you shouldn't sell a million of the \$4.13 certificates every day, in this vast country with all its resources."

ENORMOUS TRADING AFTER THE WAR BY BRITAIN

Mr. Selfridge is not worrying about the prospects of a business slump after the war is over (which he thinks will be very soon, by the way). He points to the enormous demand for materials for reconstruction work as being a reason to believe that there will be work enough for everyone for a long time to come. "Just think of the millions of men now in uniform who will want new civilian clothes," he said. "Think of the number of things which are not being made during the war, but which are always needed. For instance, there has been almost no furniture made in England for three years. The reconstruction work in France will need the labor of thousands of men, and will take millions of pounds' worth of material."

Mr. Selfridge, it is worth noting in passing, has not seemingly lost one whit of his Americanism during his years in England. He speaks without any accent of any sort, and is still the incarnate spirit of hard-driving energy which he was years ago when he was partner in charge of retail selling for Marshall Field & Co. in Chicago. His white hair is parted in the middle and brushed straight back, in the English fashion, and his clothes are worn with the cheerful casualness of the British, but otherwise he is quite "one of us" still. His face, seen in profile, has exactly the

contour and coloring of that of Franz Liszt: a high, ruddy tone, with sloping forehead, deep-set bright eyes, a prominent long nose, and aggressive chin. Like another famous resident of London, with whom the writer recently talked, Lord Northcliffe, he works under tremendous pressure, ripping out his answer to a question as fast as a Western "bad man" unlimbers his shooting-iron and "fires from the hip." As he talked, he paced his apartment in what seemed to be four-foot strides. Even the cigars in an open box on the table were jumbled like a log-jam on the river, as though their owner had dived a hasty hand into the box without looking.

"Do I believe there is any reason for American advertisers to draw in their horns, in the light of English experience? I do not!" he snapped out, in answer to a question. "Always remembering that in war time waste and foolish buying must be eliminated, there is no reason why a business should not go ahead full speed. In Great Britain the firms which never faltered have had results to justify their faith, and those who were frightened by the prospect have suffered. The longer the war lasts, the greater the gross volume of business seems to be—due, perhaps, to the more equitable distribution of wealth among all classes, which the war brings about. If I were an American merchant, I should go ahead under full pressure."

"You are satisfied, then, with the results of your own policy in war time?" the interviewer asked.

"Satisfied? No!" he shot back. "I'm *never* satisfied. I'm pleased, but I'm not satisfied. I can always see so much more to be done than I have yet accomplished that I never for an instant feel like lying back on my oars and quitting. I've only begun!"

Which last remark certainly ought to convince anybody that Harry Gordon Selfridge, though he does business in London, is still an American through and through.

THE



OF THE EARTH
THE SUBSCRIBERS
TO NEEDLECRAFT
OVER ONE MILLION
OF THEM

How New Haven Is Tackling the War-Labor Problem

A Campaign to Get 10,000 More Workers Without Going Out of Town for Them

NEW HAVEN, Connecticut, is the home of the Winchester Repeating Arms Company, The Marlin-Rockwell Corporation and several other large companies working wholly, or to a considerable extent, on war products. In spite of the fact that many New Haven men have enlisted in the Service and many more have been and will be summoned for service in the National Army, the industries of New Haven must not allow production to slump. Indeed, on every hand increased

greatly in demand on account of the war, though not in the nature of munitions.

The employers of New Haven finally decided that, rather than try to bring in a lot of outside help, they would go to the people of New Haven and explain the situation to them and urge every person who could go to work in the New Haven factories to do so. So an extensive advertising and selling campaign was inaugurated. Half-page space is being used almost daily in all the newspapers,

To The Women of New Haven!

New Haven needs your individual help for national service.

The United States Government has called upon the manufacturers of New Haven to furnish immense quantities of a great variety of products. A large number of industrial workers are needed for this purpose.

The industrial work of New Haven, which is clean, honorable and well paid, offers an opportunity for national service.

The more people who work in a family, the less is the burden upon the individual. The more people who work in a community, the better is the distribution of the burden of support.

To decrease the number of the unproductive and increase the number of workers is a war measure that will both serve the Government and New Haven, offset the high cost of living, and stimulate business in general.

Many of the women in England and France who do not require their wages for support, are investing their earnings in Government bonds or distributing them in wartime charities. New Haven is not far behind England in this respect. Already we have many women who are rendering unselfish service of this character. This is a double service, as they are not only giving their time to increase production, but are devoting their earnings to charitable and patriotic purposes.

Further information as to the opportunities to do industrial work can be obtained by applying to the Industrial Recruiting Station at 673 Chapel Street

The Employers of New Haven

PATRIOTIC NOTE INTRODUCED IN BUSINESS-LIKE MANNER

production is called for, especially in the industries making war munitions.

How to get this increased production without throwing the entire labor situation out of balance, creating new wage and housing problems, and making a war-boom city, was the problem facing the Employers' Association. Not only were workers needed for munitions production, but also for work in factories producing all sorts of commercial products—products that in many cases are

aimed particularly at women, pointing out the fact that by taking places in the factories they will be performing a patriotic service and at the same time helping to avert the overcrowding, discomfort and inconvenience that would follow the bringing of large numbers of new employees into the city. The advertisements point out that the women of France and England have already gone into such work and by so doing have solved the problem in their countries and helped in speeding up

2 cents is now
the price of both
the Daily and
Sunday issues of
the Brooklyn
Standard Union.

At 2 cents a copy
the Standard
Union is still the
paper of largest
circulation in
Brooklyn.



A Cent More or A Cent Less —Which Will You Pay?

Circular letters in sealed envelopes, always an expensive method of advertising, except in small quantities, now cost thirty dollars per thousand for postage alone, with a one-ounce weight limit. Printed Folders and Broad­sides, with a *two-ounce* weight limit, are still mailable at the rate of one cent each, or ten dollars per thousand—a difference in favor of Folders of *twenty dollars per thousand*. If you are using letters, therefore, or planning to use them, it will pay you to make a careful comparison, *now* of the cost and effectiveness of these two methods of business-getting.

Letters are economical for small lists of a thousand or less, and occasionally it is advisable to use them on a big list, even at the

present three-cent postage rate; but the great majority of selling messages can be presented much more adequately and attractively in a Folder or Broadside—and the saving in postage alone is often sufficient to pay for the printing.

Folders and Broadside, unlike letters, may be of any size that the proper display of your advertisement requires, up to the size of a newspaper page, or even larger. They can be illustrated to any extent and in any style that seems necessary; and they can be printed in colors by any one of a number of processes, on any kind of paper you may want to use.

This means that Folders can be *individualized*—that they can be made more distinctive and more truly representative of the advertiser's policies and products than is possible with letters, which all look more or less alike.

Folders and Broadside are a standard, established form of advertising that has proved profitable to thousands of the largest and most progressive advertisers, and that in all probability can be used effectively in extending your business, regardless of what other kinds of advertising you may be using.

If you are a business executive, and will write us on your business letterhead, stating your position with firm, we will be glad to send you by prepaid express a set of "Proofs" containing an interesting assortment of Folder suggestions, and demonstrating the advantages of using BUCKEYE COVERS for your Folders and Broadside, as well as for your Catalogues, Booklets, Mailing Envelopes and other Direct Advertising forms.

BUCKEYE COVERS are the largest selling brand of cover papers in the world—and their popularity is the just reflection of their worth. They *lead* because they *pay*—because they are *best regardless of price* for most purposes for which cover papers can be used—and particularly for Folders.

Talk it over with your printer. He knows the nearest BUCKEYE COVER dealer

The Beckett Paper Company

MAKERS OF GOOD PAPER in Hamilton, Ohio, since 1848
Dealers in principal cities of U. S., Canada and England

Member Paper Makers' Advertising Club

production, at the same time releasing men for fighting. The aim of this campaign is to interest women who would not ordinarily think of going into factory work and who would not under normal circumstances be regarded as available labor. Special hours and occupations have been arranged for women with families which demand part of their time. One of the half-page advertisements is reproduced on page 8. The campaign also aims to enlist all men who are not already usefully employed.

The newspaper advertising campaign is only one phase of this labor drive. Talks are being delivered almost daily before women's clubs, and a big mass meeting was held in Woolsey Hall, the largest auditorium in the city, on January 31, addressed by Mrs. Harry E. Huestis, of Quebec, who told what the women of Canada and England and France have done. Other speakers talked on other phases of the woman's part in meeting the industrial problems confronting the city and the nation.

The employers have set out to "sell" the women of New Haven in every way possible. The big men among the employers are taking the time personally to address various women's organizations and explain the urgent need for action by the women of the city.

While it is too early yet to tell what the results of the campaign will be (it has only just started), already the idea is being discussed seriously wherever women gather, and the writer knows personally of several women who have already reported for duty, women whose social position is such that no stretch of the imagination would picture them doing factory work from any but a patriotic motive.

If the war continues for two or three years there is going to be need for many such women in our industries, as is evident from the experience of France and England, and the employers of New Haven have been among the first to appreciate the situation and take

prompt and definite steps to meet it, and at the same time avoid the disastrous after-effects of a war-boom city. Whether or not the present campaign results immediately in obtaining many industrial recruits among the women of the city, it is at least planting the thought in the minds of the citizens, male and female, and getting them *used to the idea*, so that when the labor market tightens still more, as a result of still greater production requirements and new draft calls, the people of New Haven will be ready to meet the situation.

Undoubtedly other communities will have the same problem to face, should the war continue, and they might do well to take New Haven's hint and begin planting the idea-seed now, so that the labor harvest will be ready when the time comes.

Henry H. Pike Dead

Henry H. Pike, Eastern advertising manager of *Harper's Bazar*, New York, died at his home in Newark, N. J., on February 7, aged thirty-one years. He had previously been New England representative of *Harper's Bazar*, and before that was associated with *Scientific American* and *Good Housekeeping*, both of New York. He had also been prominently identified with the New York Representatives Club and was at one time vice-president of that organization.

Wyman Appointed Sales Manager of Carter's Ink

Walter F. Wyman has been appointed sales manager of The Carter's Ink Company, Boston, Mass. Mr. Wyman has been export manager of that company for nine years and still retains that title. For several years he has been active in the company's domestic sales work.

New Advertising Manager for Packard Shoes

Bradford P. Marble has been appointed advertising manager of the M. A. Packard Company, Brockton, Mass., manufacturer of Packard shoes. He succeeds Charles F. Garniss, who has joined the *Dry Goods Economist*, New York.

Appoints Boston Representative

The Displays Company, New York, has appointed M. V. Conner as Boston representative.

**Day and Night
Service
All the Year
Around**

**The Best
Quality Work
Handled
by Daylight**



*One of the largest and most completely
Equipped printing plants in the United States*

**Printing
and Advertising
Advisers
The Co-operative
and
Clearing House
for the Printing of
Catalogues and
Publications**

THE GREAT CENTRAL MARKET CATALOGUE and PUBLICATION PRINTERS

ARTISTS—ENGRAVERS—ELECTROTYPERS

**Make a Printing Connection with a Specialist and
a Large and Absolutely Reliable Printing House**

(Inquire Credit Agencies and First National Bank, Chicago, Ill.)

OUR SPECIALTIES

- (1) Catalogues
 - (2) Booklets
 - (3) Trade Papers
 - (4) Magazines
 - (5) House Organs
 - (6) Price Lists
 - (7) Also Such Printing as
Proceedings, Directories, His-
tories, Books and the like.
- Our Complete Printing Equip-
ment, all or any part of which
is at your command, embraces:

TYPESETTING
(Linotype, Monotype and
Hand)

PRESSWORK
(The usual, also Color and
Rotary)

BINDING
(The usual, also Machine
Gathering, Covering and
Wireless Binding)

**MAILING
ELECTROTYPING
ENGRAVING
DESIGNING
ART WORK**

If you want advertising serv-
ices, we assist in securing
catalogue compilers, adver-
tising men, editors or proper
agency service. Further, we
invite suggestions with a view
of making our service most
valuable.

If desired, we mail your
printed matter direct from
Chicago—the central distrib-
uting point.

Proper Quality

Because of up-to-
date equipment and
best workmen.

Quick Delivery

Because of Auto-
matic machinery
and day and night
service.

Right Price

Because of superior
facilities and effi-
cient management.

**Let us estimate
on your
catalogues
and publications**

**We are Strong on
Our Specialties
Particularly the
Larger Orders**

USE NEW TYPE

For CATALOGUES and ADVERTISEMENTS

We have a large battery of
type casting machines and
with our system—having our
own type foundry—we use
the type once only unless
ordered held by customers
for future editions. We have
all standard faces and special
type faces will be furnished
if desired.

Clean Linotype and Monotype Faces

We have a large number of
linotype and monotype ma-
chines and they are in the
hands of expert operators.
We have the standard faces
and special type faces will be
furnished if desired.

Good Presswork

We have a large number of
up-to-date presses—the usual,
also color presses and rotaries
—and our pressmen and feed-
ers are the best.

Binding and Mailing Service

We have up-to-date gather-
ing, stitching and covering
machines; also do wireless
binding. The facilities of our
bindery and mailing depart-
ments are so large that we
deliver to the post office or
customer as fast as the presses
print.

ROGERS & HALL COMPANY
POLK & LA SALLE STREETS CHICAGO The Great Central Market
Telephone Wabash 3381—Local and Long Distance

The Kingdom of the Tire

THERE is genuine romance in the advertising of rubber rolling stock. So many excellent tires have been placed upon the market that competition is particularly keen.

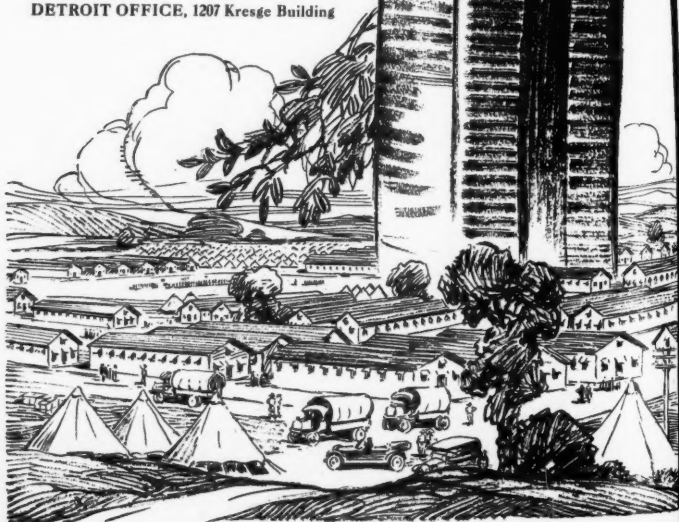
It has proven difficult to make this advertising pictorially distinctive. A tire is a tire and they all look very much the same.

It is the aim of this organization, throughout the coming year to produce the most effective, unusual and businesslike tire illustrations identified with the industry. It is really an inspiring field.

ETHRIDGE

Association of Artists

NEW YORK OFFICE CHICAGO OFFICE
25 East 26th Street 220 So. State Street
DETROIT OFFICE, 1207 Kresge Building





When company comes for dinner

When Mrs. Smith invites her friends for dinner; she sets the table with her choicest *hand-embroidered* linens.

She knows the *charm* of dainty needlework.

Embroidery — Fancy Work of any kind — to women of this sort is far removed from frivolity. It is a very *practical* means of beautifying their homes.

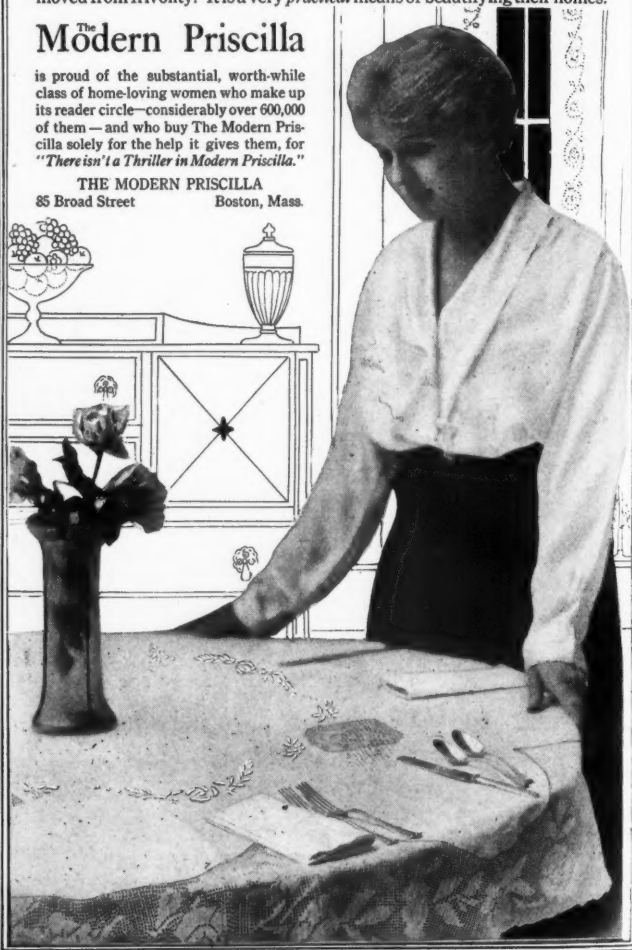
The Modern Priscilla

is proud of the substantial, worth-while class of home-loving women who make up its reader circle—considerably over 600,000 of them — and who buy *The Modern Priscilla* solely for the help it gives them, for "*There isn't a Thriller in Modern Priscilla.*"

THE MODERN PRISCILLA

85 Broad Street

Boston, Mass.



Manufacturers Welcome Order To Reduce "Lines"

Glad to Change Sizes of Packages, Too

By Kenneth Fox, Jr.



IN every trade there are certain customs that have developed with the passing of years and which impose a distinct hardship upon both manufacturer and retailer. One business staggers under the long extension of credits, another returned goods privileges, another free delivery or installation of equipment. At some far-forgotten time conditions may have arisen which prompted these special concessions, but, once the trade has become accustomed to them, it is a pretty tough job to change, even though the original contingency has long since passed and been forgotten.

In the paint and varnish industry these abuses have resolved themselves largely into two things: the demand for an endless variety of tints and shades, and an unlimited assortment of shapes and sizes of packages. A fact not often realized is that many manufacturers were compelled to keep upwards of 5,000 formulas in active use and list packages in all sizes ranging from eighth-pints to barrels. All this not only complicates factory production, but makes the selling, distributing and advertising immeasurably more difficult.

Moreover, as far as colors are concerned, there was never any attempt at standardization. Each manufacturer listed what his trade presumably demanded, and often a new and seasonable color was used as a thinly veiled excuse for coaxing the retail trade to stock up with a new assortment. This was true, too, of the sizes of cans. A manufacturer would put up barn paint or shingle stain in packages no smaller than gallons, but when a big jobber in Wichita or a paint supply house in Savannah placed an order for a car, dependent upon shipment being

made in quarts and half-gallon sizes, he weakened. Before long, this involved the necessity of manufacturing the new sizes regularly and stocking them at all branch warehouses. So a sales campaign would then be planned to obtain a national distribution on the complete range of packages.

There would be no objection, of course, if the addition of a certain freak size actually increased consumption. But experience rarely indicated that it did. It was one of those unfortunate trade customs which of late years degenerated into a trade abuse.

One curious thing about the number of colors was the fact that often the smaller manufacturer listed the largest range. The national advertiser might sample house paint in thirty-six or forty-eight colors, while the firm doing a strictly territorial business would show a range of sixty or seventy-two.

MANY SHADES LITTLE USED, ANYWAY

Check over the color-card of any manufacturer of outside house paint. In addition to grays, tans, creams, browns, greens and other standard shades, you will find a couple of baby blues and a pink and probably a half dozen lavenders and greenish drabs—hideous to behold. No one these enlightened days paints his house a blue or a pink—except in Little Italy, where a very cheap grade is generally used. The fact is that these freak shades are hoary inheritances from the dear Victorian days of Queen Anne fronts and impossible color contrasts.

While it is easy to add a new color, it is painful as leaving home to drop one. There are sure to be a dozen or a hundred good customers who put up a pitiful wall and threaten to stock the brand of

your most-beloved competitor. Besides, some dealers have the goods in stock—to be returned at prevailing prices, even though they were purchased before the war. Then, in certain localities a demand may have been artificially created by the fact that the colors were shown on the sample card. And so it goes.

When the Commercial Economy Board issued its recent instructions to reduce the number of colors and sizes of packages, most manufacturers welcomed the order with open arms. By acting in unison, all these old troubles can be removed and the business conducted on a vastly more satisfactory basis. Already some firms had taken steps to cut out freak sizes, such as two- and three-pound packages, but it required an order that would be obeyed by all to put the idea across. In brief, the mandate reads as follows:

Paints Enamels Stains	Maximum No. of Shades or Colors
House paint	32
Flat paint	16
Enamels	8
Floor paint	8
Porch paint	6
Roof and barn paint	2
Shingle stains	12
Carriage paint	8
Oil stains	8
Varnish stains	8
Penetrating or spirit stains	10
Oil colors	30

(All of the above are exclusive of black and white, except oil colors. Under the heading Oil Colors in recommending a maximum number of 30, it is understood that blacks are included; but shades such as Light, Medium or Dark in the various colors are not included.)

Varnishes	Maximum No. of Grades
Architectural (interior and exterior)	10
Auto and carriage varnishes and japans	12
Marine varnishes	4
Miscellaneous varnishes	28

(Under the last heading, it is understood that all varnishes are included that are not specifically mentioned in the first three classes, and in addition japans, driers, asphaltums, etc.)

Manufacturers are further requested to eliminate the following sizes of cans: Half-gallon cans throughout the entire line of paints and varnishes.

All cans smaller than half-pint throughout the entire line of paints and varnishes.

Pint cans in house paints, flat paints, floor paints, porch paints, enamels.

All cans smaller than gallons in barn and roof paint and shingle stain.

All cans smaller than pints in all clear varnishes and varnish removers.

All two and three-pound cans in the entire line.

Last summer when the tinplate shortage threatened to become acute one manufacturer endeavored to eliminate half-gallon cans from his entire list—paints, enamels, stains, varnishes, etc. He consulted his sales managers and found the consensus of opinion to be that such an action would curtail output, because the man who wanted to do an odd job around his home would buy a quart and not a gallon if the half-gallon size were cut out. Moreover, unless the other manufacturers did likewise, they would have a new competitive argument with which to attack his trade. So the idea was abandoned.

ECONOMIES WON'T WORK HARDSHIPS

Many interesting facts have bobbed up in connection with the reduction in number of colors. Obviously the factory output records would give the information as to what were the best sellers, and, in many cases, for the first time the sales organization consulted the manufacturing department to determine the actual gallonage production of different tints. In the case of house paint, where the two blues were listed, both had a fair sale—for porch ceilings to resemble sky!—but one could be easily substituted for the other, and it is doubtful whether sales will suffer. The homeowner who wants a lighter shade can buy a quart of white and do his own tinting. In floor paint, one firm found that, while the average annual production of each color was between fifteen and forty-five thousand gallons, a drab yellow only registered fifteen hundred gallons—necessitating sampling of color-cards, labels, show features and the carrying of complete stocks at warehouse distributing points.

In another case, a paint made for the amateur refinishing of buggies, sleds, boats and autos embraced twelve colors. The order

limited the line to eight. So four colors had to go. By checking up the output by individual shade, it was brought to light that of the three reds—carmine, vermilion and auto red—only the auto red had any real demand, principally because the cost of dyes in the other two colors had boosted the selling price up among the clouds.

Naturally the sales distribution by States and important trading centers must be taken into consideration. Total output by gallonage is often misleading, for territorial demand is frequently an important factor. Take a color such as brown. It would be folly to discard bungalow brown merely because the national consumption was slim, for on the Pacific slope browns are in big demand, although the percentage of the entire output may not be great. Again, the manufacturer doing an export business would hesitate to discontinue certain bright shades—blues, vivid reds, canary yellow, etc., for these colors are popular in Latin countries, and no substitute would be acceptable.

It is understood that present stocks of color-cards will be used—because dealers have assortments of shades to be discontinued, and also the high cost of paper, etc., would entail considerable waste were printed specimens junked. Some manufacturers with big stocks of printed blanks not yet sampled are imprinting across the spaces where samples are to be omitted that the color has been discontinued in accordance with the request of the Commercial Economy Board. A note is made listing the combination of colors which, by admixture, will produce a discontinued shade, so if a merchant has sufficient paint for half a house he will not be compelled to return his stock. The painter or homeowner can buy up what is available and tint the balance, using white as a base.

The house-paint manufacturer has always been in direct competition with the producer of paste white lead, who used as a selling argument the fact that the consumer was not limited to any

standard selection, but could mix his own individual tints from white lead and colors in oil. Just how the new ruling will affect such competition is still problematic. Moreover, it is interesting to know that there is one manufacturer who makes a specialty of supplying his base white in liquid form with the tinting color in tubes ready to be added. Perhaps it will be this latter manufacturer's big chance to put his novel selling idea across.

For long there has been some resentment on the part of paint retailers concerning the immense stocks of different colors they were forced to stock to supply the demand stimulated through the color-card, which listed forty-eight or more shades. So there is no doubt but that the new ruling limiting the manufacture of house paint to thirty-two shades, exclusive of white and black, will simplify many bothersome conditions and lead to a feeling of closer co-operation between manufacturer and merchant.

To Co-operate with Division of Advertising

The Associated Business Papers, Inc., has appointed the following committee to co-operate with the Division of Advertising of the Committee on Public Information: Arthur J. Baldwin, chairman, president of the Associated Business Papers, Inc., and vice-president of the McGraw-Hill Company, Inc., New York; A. C. Pearson, vice-president of the Associated Business Papers, Inc., and general manager of the *Dry Goods Economist*, New York; Jesse H. Neal, executive secretary of the Associated Business Papers, Inc., New York; Henry Lee, president of the New York Business Publishers Association, and vice-president of the Simmons-Boardman Publishing Company, New York, and E. E. Haight, president of the Chicago Trade Press Association, and business manager of *Motor Age*, Chicago.

Pangman an Officer of D'Arcy Agency

C. C. Pangman has been made a director of the D'Arcy Advertising Company, St. Louis, to succeed the late D. A. Bragdon. The officers of the company, elected by the new board of directors on February 6, are W. C. D'Arcy, president; Edw. Beecher, vice-president; C. C. Pangman, secretary and E. H. Turner, assistant secretary.

Lemons Must Be Advertised or Sales Ef- forts Will Be Nullified

Lemon Growers Can Look Ahead
Six Years, When Their Crops
Will Be Doubled—Must Begin
Educational Work Now, in Order
to Market the Increase—Con-
tinuous Advertising Urged

"I THINK we may disregard consideration of the value of the *immediate* effects of any lemon advertising we might do this year. The important question is—What should be done for the future good of the industry? If we can lay the foundation for future expansion we may consider the immediate benefits of advertising as thrown in for good measure."

This is a paragraph taken from a bulletin issued late last month by Don Francisco, advertising manager, to the directors of the California Fruit Growers' Exchange, of Los Angeles. In the issue of PRINTERS' INK of January 17th there appeared brief mention of the manner in which the Fruit Exchange is building for the future, through advertising. This referred more particularly to the advertising of Sunkist oranges, for the appropriation for advertising the lemons was cut from four cents to one cent a box last summer, after the heat wave in California. The present appropriation, Mr. Francisco points out, is not sufficient to permit magazine or newspaper advertising to be carried on this year. The current bulletin was issued so that the directors might be shown how vital advertising is to the future of the industry. The case for advertising is as strong in the field of fruit cultivation as in the industrial field. Both the Fruit Exchange and the manufacturer must have larger markets—intensive or extensive—if they are to expand. Because of the similarity of the problems, the predicament of the lemon growers will be significant to readers of PRINTERS' INK.

In the last ten years the increased population of the country has more than kept pace with the increased *consumption* of lemons.

The total lemon supply in this country six years from now is estimated at 107 per cent more than it is to-day and the gain will be about all in the Californian rather than the imported varieties. During this six-year period the population of the country will increase something like twelve per cent. Consumption of lemons must increase *nine times* as rapidly as population and between *ten and eleven times* as rapidly as it did during the last equal period.

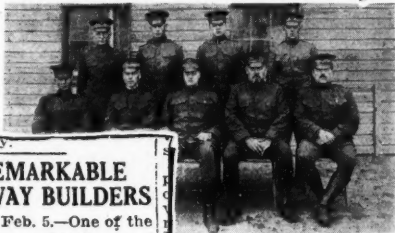
No wonder Mr. Francisco says that "the stability of the California lemon industry depends largely upon the efforts of Exchange shippers to widen the market."

Statistics show that the average consumer eats a lemon only every twenty-eight days. He must be educated to eat one every fourteen days. Investigation shows, further, that a low retail price does not greatly stimulate lemon sales. New uses would increase the demand and also speed up sales in the winter, when they are slow.

It is a consumer problem and in its solution Mr. Francisco says, "there is no substitute for continuity in advertising."

This is the way he summarizes the case for advertising: "We must not expect advertising suddenly to transform selling conditions. Foods are bought and used largely by habit, and it takes time as well as strong and patient effort to change buying or eating customs. Sporadic advertising, even of the best kind, has only a temporary effect and that effect is seldom of sufficient force to pay. Publicity which consists of a splash here and there is too extravagant to meet our requirements. Fire-sale methods of publicity will not get results. Our advertising to sway people our way must be strong and continuous. To get full returns from our investment we must keep everlastingly at it."

Getting the Right Men to Man → The Lifeline of the Army



pleted more rapidly.

REGIMENT REMARKABLE FOR HIGHWAY BUILDERS

WASHINGTON, Feb. 5.—One of the most remarkable aggregations of highway building experts, probably ever gathered in one organization is being formed in the Twenty-third Regiment of Engineers, assembled just outside of the capital at Laurel, Md., for early duty in France.

The regiment will be used principally for building and maintaining the lines of communications up to the sectors held by American troops on the battle lines. The regiment is practically complete, except for a number of experienced teamsters and heavy motor truck drivers, who are wanted to man batteries of great, powerful five and a half-ton trucks, which form a principal part of the regiment's equipment.

"The regiment now contains about 4500 men. . . . To obtain this large number of recruits by voluntary enlistment within about two months and a half is, I believe, a remarkable achievement, especially when the character of the personnel is considered. The result could not have been achieved

without the cooperation of your paper and other technical journals of the country."

Extracts from letter of January 4 by Colonel E. N. Johnston to Engineering News-Record.

The significance of this for the advertiser is not that Engineering News-Record was so supremely efficient in promoting this great undertaking, but that it is just an additional instance of the powerful influence which all McGraw-Hill Publications have in the respective groups of industry and commerce which these journals serve.

McGraw-Hill Publications

Serve a Buying Power Aggregating Billions of Dollars Annually

Power	Coal Age	Electric Railway Journal
Electrical World	American Machinist	Electrical Merchandising
Engineering and Mining Journal	Engineering News-Record	The Contractor
	Metallurgical and Chemical Engineering	

Members of Audit Bureau of Circulations

EVERYBODY'S OTHER BUSINESS

"EVERYBODY," says a character in "Business Before Pleasure," the latest Potash and Perlmutter comedy, "everybody nowadays has got two kinds of business—his own and the moving-picture business."

While this may not be so in the literal sense, your own experience checks up the truth of the spirit of the remark. For everybody has an interest in the moving-picture business, whether it is figured in dollars or cents, or not.



TODAY the delighted eyes of college professors and car conductors and bank-presidents and scrub-women follow Charlie and Sidney and Douglas from a common level of interest. "The Colonel's lady and Judy O'Grady are sisters under the screen."

This great, democratic interest in the moving-picture business does not end

in the theatre. It extends to everything connected with that business. It is concentrated in the pages of Photoplay, the magazine that tells those things about their other business the American people want to hear.

That is why copies of Photoplay are read from cover to cover every month. That is why it is found on library tables of homes where general magazines are seldom seen.



PHOTOPLAY is in a singularly advantageous position. It does not have to whip up interest; it merely takes the interest that is already there and satisfies it.

You have something interesting to say in an advertising way. Where are you going to say it? Isn't it good-sense to say it to interested people?

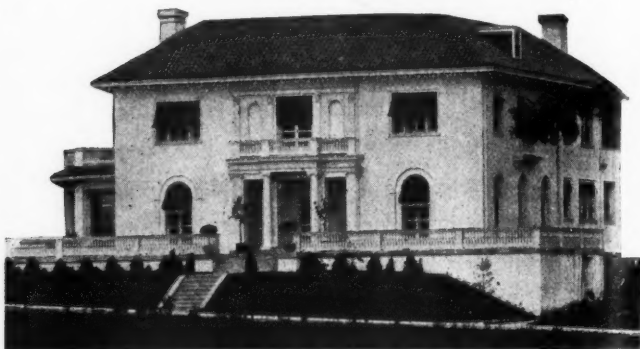
PHOTOPLAY

Let the name stick in your mind; it's imitated

W. M. HART
ADVERTISING MANAGER
350 NORTH CLARK ST.
CHICAGO

NEW YORK OFFICE, 185 MADISON AVE.

Another Type of Baltimore Home—



Typical Residence in the Roland Park-Guilford District

WHILE Baltimore is famous for its rows of 2-story houses, it is equally famous for its homes of wealth. Its Roland Park-Guilford district, for instance, is one of the handsomest and most beautiful residential developments in the world—the frequent study of delegations from other cities.

The NEWS, with no special bid for “class” circulation, goes by carrier into 4 out of every 5 homes in Roland Park and Guilford and is likely carried home by some member of the family in the remaining 1 in 5.

Truth is, there are almost as many copies of The NEWS sold EVERY day in Baltimore as there are homes of ALL kinds! Average gains in circulation January, this year, as compared with last; 21,550 daily, 31,758 Sunday.

For More Baltimore Business Concentrate In

The Baltimore News

January Net 100,189 January Net 100,744
Daily Average Sunday Average

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

How a week
Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

Fifty Years of Mail-order Advertising

Memories of Some Pioneers

By A. D. Porter

A STONISHMENT is not a prominent trait of this generation, therefore it will cause little surprise when the statement is made that the mail-order merchandise business, which totals \$500,000,000 per year, is of quite recent development, having come to us by a gradual and steady evolution, as the telephone, automobile, airship and other utilities undreamed of by our forebears.

The mail-order business as a correlated and organized business was of slow growth, having its germ in the trying days of the Civil War, when tens of thousands of small packages containing tobacco, socks, handkerchiefs, reading matter, cheap jewelry, etc., were sent to the soldiers at the front by devoted friends at home.

Previous to the Civil War there was little or no traffic by mail between individuals or between business houses and individuals. Letter postage was high and the rates determined after a plan similar to the parcel post zone system of to-day; merchandise rates were prohibitive; the money-order system not yet in existence; and the people, as a rule, not handy with the pen or much given to correspondence.

In the sixties, a number of publishers offered their services in the capacity of purchasing agents for their subscribers, prominent among them being Louis A. Godey, of Philadelphia, whose *Lady's Book*, for which a circulation of 150,000 was claimed in 1866, is remembered affectionately by our grandparents. Mr. Godey announced to his readers that he was prepared to supply to his subscribers infants' wardrobes, knit goods, paper patterns, ladies' ornamental hair, including "waterfalls from \$6 to \$10," hair jewelry as well as complete ward-

robes, dresses, cloaks, trimmings, millinery, silverware, wedding and visiting cards, paper and envelopes, card-cases, etc. These orders were handled by the department in return for a small commission, but the editor states that when goods are ordered through him, "the fashions that prevail here govern the purchase, therefore no article will be taken back. When the goods are sent the transaction must be regarded as final."

In the years between 1865 and 1885, printing, publishing, advertising and kindred trades made substantial progress, as this generation witnessed the evolution of the typewriter, the invention of the photo-engraving process, replacing the slow and expensive method of making wood cuts; perfection in manufacture of smooth-finished papers and a great reduction in price, an increase in the number and circulation of publications at popular prices and enlargement of the services of the advertising agencies, whose functions for many years were confined to keeping "publications regularly on file" and accepting business for them at "office rates."

DEVELOPMENT RAPID AFTER CIVIL WAR

During the reconstruction period manufacturing and merchandising were subjected to new demands, problems and methods, and the country speeded up beyond its normal strength, culminating in the panic of 1872. Those attempting to establish a mail-order business had their own troubles, many of them having come into existence shortly after the Civil War.

Mail-order traffic was carried on by two different types, as far apart as the poles in methods and

policies. On one hand was the department store offering its wares through the newspapers and magazines without much description or illustration, in many cases in a condescending or apologetic manner, as if something was being done not exactly according to form, although in later years this policy changed. Goods were sold by sample and, as a rule, no catalogues or circulars were supplied.

During the Civil War and in the years immediately following, A. T. Stewart & Company, of New York, the merchant princes of that period, to whose business John Wanamaker succeeded, advertised in a modest way certain lines of imported goods, offering to send "samples and prices to those who were unable to visit the store in person," "and the needs of Western customers would receive special attention."

From that time to the present many leading stores have organized mail-order departments, yet few have met with sufficient success to justify their continuance in the catalogue trade.

In the seventies, Lord & Taylor were active advertisers in a mail-order way, featuring their ladies' and children's outfitting department. In 1870, they ran a series of advertisements in the magazines, each in two and one-half-inch space, single column, without illustrations. Just imagine an advertiser of to-day expecting hundred-dollar orders from a thirty-five line advertisement which cost about \$35 per insertion! Here is a copy of the ad:

INFANTS' WARDROBES FOR \$100.		
2 Flannel Bands,	75	\$1 50
2 Barrie Coats,	\$3 00	6 00
6 Linen Lawn Shirts,	1 50	9 00
6 Night-dresses,	2 50	15 00
2 Day Dresses,	6 00	12 00
6 Cambric Slips,	3 50	21 00
1 Robe,		10 00
1 Basket, completely furnished,		9 00
6 Pairs Knitted Socks,	75	4 50
1 Embroidered Merino Shawl,		6 00
1 Cap, Valenciennes Lace,		6 00
		<hr/> \$100 00

The whole or any single article of this Outfit may be had upon application, or will be sent C.O.D., by express. Every article is made in the best manner, and from the best materials. Complete directions for self measurement sent by mail if desired.

LADIES' AND CHILDREN'S
OUTFITTING DEPARTMENT

LORD & TAYLOR,
Nos. 461, 463, 465, and 467 Broadway,
Nos. 255, 257, 259 and 261 Grand
St., N. Y.

At this time Grand street, New York, was a famous shopping center and following Lord & Taylor, the well-established house of Edward Ridley & Son, of Grand street, through the medium of a publication called "Ridley's Fashion Quarterly," built up a considerable mail-order business, as did Ehrich Bros., who were located on the same street, and followed the lines laid down by the Ridleys. These quarterlies were a combination of catalogue and magazine, containing reading matter, outside advertising and a general list of goods with rather meagre descriptions and very few cuts. It is the belief of many mail-order experts that if these concerns had published a straight catalogue with more illustrations, without the literary features and the outside advertising, they would have met with greater success and eventually secured a large and permanent trade.

The department store of to-day is a comparatively modern institution and an evolution from the dry-goods store. In the old days one patronized a shoe store for shoes, a book store for books, a jewelry store for jewelry, a furniture store for furniture and a china store for china. Shoppers did not enjoy the advantage of making purchases in various lines under one roof. The stores which first broke away from the exclusive dry-goods field were subjected to criticism and sneers from competitors who did not approve of the innovation.

Logically the department store should be an ideal institution for the carrying on of a large business after the manner of the exclusive mail-order houses, yet many have tried it in the past fifty

years and, after a brief splash, given it up. The department store does not evidently create talent which is mail-order-minded. Department-store managers have been slow to recognize the necessity of keeping goods in stock during the life of the catalogue, in contrast to the policy of the catalogue house of being in position to fill orders for months after their catalogues get into circulation. Mail-order customers do not like refunds or substitutions.

**FORERUNNERS OF BIG, PRESENT-DAY
MAIL ADVERTISERS**

The term "mail order" is of recent coinage, and the second class of mail-order houses were termed novelty dealers; and many of them combined publishing with merchandising, using the sample-copy privilege rather freely and without disapproval of the Post-office Department, to extend the sale of their wares. And I digress to say that at one time the post-office regulations read "there is no limit to the number of sam-

ple copies mailed in good faith as such," and the unlimited distribution of sample copies has had much to do with building up the trade of mail-order houses of this class.

There were about fifty of these firms located in various cities and towns, and they flourished briskly between 1870 and 1885.

In the selection of goods for inclusion in their catalogues preference was given to such articles as could be sent by mail and yet keep down the expense for postage. The catalogues contained a miscellaneous array of merchandise, books, etc., offered at prices which allowed profits from 50 to 500 per cent, described extravagantly and picturesquely and illustrated by expert engravers in alluring fashion.

Few of these catalogues showed any attempt at symmetry or system. One of the most profitable was issued by a concern which made profits as high as \$35,000 a year, and whose proprietor kept no books and not even a bank account, and his catalogue was

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

as crude and botchy a piece* of printing as ever turned out. Great primer type might be used on one page, brevier on another and pearl on the third, and single and double-column advertising cuts were thrown in odd corners to fill up space!

A few houses of this type specialized on musical instruments, firearms, jewelry, pedlers' goods, chromos, sewing machine supplies and watches, and the usual catalogue contained such merchandise as fishing tackle, cheap cutlery, microscopes, magic lanterns, magic tricks, photograph albums, dictionaries and Bibles; and sandwiched in were such items, unknown to the present generation, as Eggs of Pharaoh's Serpents, Silver Plating Powder, Solar Timepieces (sundials in "hunting cases") and electric appliances guaranteed to cure all the ills of the human system. The catalogues were printed on lightweight paper in order to keep the postage down to one cent per copy.

CATALOGUES WENT LIKE HOT CAKES

Whenever he could secure an attractive article offering a good profit, the novelty man would supplement his catalogue advertising by a liberal use of newspaper and magazine advertising space. The ads were usually set in solid agate or pearl with bold display, and the thing which he would not pay for was white space. The advertisements were never keyed, and by comparison with present standards of typography they would not show up well, but they did produce tremendous results. The advertisement of a stamping outfit inserted in a fashion magazine in the eighties at a cost of \$250 brought over 5,000 orders at a dollar each; and it was no uncommon experience to secure enough cash business in one day to pay the cost of an advertisement for a month.

The high cost of replies, which has disturbed many an advertiser in recent years, was a subject seldom discussed thirty-five

years ago, as it was not a problem of the period. I recall an advertiser who had 50,000 catalogues printed, spent a few hundred dollars for advertising, and received 60,000 applications. Occasionally an advertiser who would ask prospective customers to "send stamp for postage" would get enough stamps to pay for the cost of his advertising.

The men who were engaged in this traffic were clever and bold in backing their own judgment in advertising and mailing catalogues. They had the germ of a big idea, but didn't know it; and many a man who got his start in this line of business branched out into another related line and achieved great success. Among them might be mentioned one of the most famous magazine publishers of the country whose first position was as editor of a paper published by a mail-order house. Another, by using the profits of a mail-order scheme, established a book publishing house now one of the most important in the country. Another became governor of his State and left a large fortune, while a number of others became very successful; in fact, ten or more men whose early ventures were in this kind of mail-order business became millionaires.

Every Member of Big Union Owns a Liberty Bond

There are 8,000 members of Typographical Union No. 6—known as "Big Six"—in the Greater New York district, and according to President Leon H. Rouse, there is not a man of them who does not own a Liberty Bond. The Union is already making arrangements to surpass its record in the previous loans, when the drive for the third issue is announced.

"Canada First" Milk Advertised

The Carnation Milk Products Company, Limited, of Canada, is advertising to the grocery trade its "Canada First" unsweetened evaporated milk. "Made in Canada" is prominently displayed in the copy, which also pushes the Carnation brand milk—"from contented cows" with which the United States is familiar.

More money* has
been invested in
The Delineator for
April
than ever before
in that month

*
No mail order
advertising

1892 — 1918

Copy

COPY is the dessert of the business feast. No hungry man—with roasts and entrees before him—would think of beginning his meal with pie and ice cream, and no more do we begin with copy—unless we find that all has been done that can be done—all the necessary investigating and analyzing and measuring and weighing—that the visualized presentation of business messages may be *right*.

Copy is *all*-important—when the time comes for it. Its importance is measured by the fact that, once prepared and released and fed to the presses, it cannot be recalled.

When everything else is set and ready, we apply to the production of *good* copy—in writing, in art work, engravings and typography—as fine a representation of organized ability as exists in the advertising field.

If yours is purely a copy proposition—if your merchandising is as near the stage of complete efficiency as you can hope to get it—our facilities for such service deserve your consideration.

*Write for booklet, "The Efficient
Simplicity of a Great Service"*

CRITCHFIELD & COMPANY

Brooks Building, Chicago

New York ' Boston Minneapolis Detroit

How One Big Store Would Like to Use Manufacturers' Cuts

Would This Method Destroy All Trade-mark Value?

By a Department Store Executive

THIS is to be a double-headed story—because I want to cover two ways of getting the most out of cuts furnished to dealers.

First of all, I want to direct attention to an effective way of doing trade-paper advertising—a way that shows dealers how other storekeepers sold the advertiser's goods—giving them a definite plan, based on other dealers' successes.

One glance at the trade-paper ad reproduced with this article (see page 32) will give you the answer. It consists simply of reproducing a successful ad run by the retailer himself in his own way—and it has the manufacturer's ready-made plans beat all hollow.

What more vivid evidence of the salability of your merchandise could be offered than the story of how some successful dealer put it over—and reproducing the ad that did the trick as part of the story?

Telling the dealer how leading merchants in his line successfully marketed merchandise makes the most effective trade-paper copy. It has the advantage of being the story of *something that has already happened*—instead of a mere plan which the advertiser says will work.

So much for the trade-paper part. Now I want to say something about the advertising cuts that are furnished to dealers.

First of all, let me dispel any impression that anyone may get that I have anything against the usual national advertiser's way of putting his trade-mark or his copyright line under his advertising cuts.

Most dealers will use them with copyright lines; a lesser number with the trade-mark—but there are many stores that won't use them at all, if they bear any identification mark of the manufacturer.

What happens to your cuts de-

pends a lot on what you are selling and the type of dealer to whom they are furnished.

Cuts of the big clothing advertisers like Hart Schaffner & Marx, Kuppenheimer and Society Brand are always used with marks of identification because they are heavily advertised and are usually offered in most towns on an exclusive basis—so the dealer reaps all the benefit of his hooking-up with the advertiser.

It took a Woman to think of

Women's Overalls

And she had the comfort of all womenkind in mind when she designed them. They're cut very full and can be worn down to the ankle or gathered at the knee.

At \$1.89—Overalls of khaki cloth or denim, made with a bib and two pockets; adjustable at the knee or ankle.

At \$2.89—Overalls of fine quality denim, khaki cloth or heavy jean, made with a coat attached and pockets; adjustable at the knee or ankle.



THE MANUFACTURER'S TRADE-MARK WAS OBLITERATED BEFORE THE CUT WAS USED IN THIS ADVERTISEMENT

What follows applies to those things for which exclusive agencies are not granted—such as kiddies' rompers, women's overalls, etc.—and reflects the big-store attitude rather than that of the smaller dealer.

The dealer wants cuts of these things, because he has learned from experience that a cut helps to sell them in his newspaper advertising; but for two good reasons he doesn't want the maker's name on them. First of all, he doesn't

want his competitor to know where he got the goods, and, secondly, he wants to preserve the individuality of his own advertising.

Now there are many makers that will refuse to furnish cuts if the trade-mark is filed off. The point I want to make is that this is short-sighted policy.

Take the case of the newspaper advertisement reproduced within the trade-paper advertisement below. It sold 119 dozen Simple Simon Slip-ons in four days.

The Sweet-Orr Overall cut reproduced on the preceding page came in with the Sweet-Orr trade-mark very prominently displayed. The advertiser filed it off—leaving only the copyright line.

Department stores form a big outlet. They insist on preserving the individuality of their advertising—and want manufacturers' cuts to fit in with it.

A cut in the paper is worth a dozen on the scrap heap. Study department-store advertising, know the kind of illustrations they will

This Ad (appearing once) Sold 119 Dozen Simple Simon Slip-ons in Four Days—

Made in
Fancy Ginghams
Plain Chambrays
and
Ripplette

Can't You Picture a Chubby Child in These Overalls?

The funniest, dearest little things you can imagine and withal so practical—mothers will appreciate that point particularly. Of pink, blue or tan checked gingham with bands of plain-colored chambray, and, oh my, yes, a pocket. For little boys or girls of 2 to 6 years. 50c.



Price
\$4.50
Per dozen
Sizes 2 to 6
years

Reprinted from Philadelphia Inquirer of May 16th

Simple Simon Manufacturing Co.
1023 Filbert St., Philadelphia, Pa.

WITHOUT THE TRADE-NAME ATTACHED, THIS TRADE-PAPER ADVERTISEMENT SHOWS THAT THE MERCHANT'S AD SOLD THE GOODS

I don't know whether this is the manufacturer's cut, or was made from a special drawing of the advertiser. *But the point is the manufacturer's name was not used.*

If this is, or had been, the cut furnished by the makers of the Simple Simon Slip-on, and they had refused the use of it to this advertiser *they would have lost most of the business that this illustration created!*

Often big retail advertisers make their own illustrations of advertised goods of the smaller variety because the advertiser "hogs" the cut with his trade-mark.

use—and give them to them. Even if your name isn't displayed so prominently—the cuts will sell *your* goods at the store's expense. What more do you want?

Racine Boat Company Ap- points Agency

The Racine Boat Company, Racine, Wis., has placed its advertising account with the Western Advertising Agency, also of Racine.

Represents New York "Tri- bune" in West

Knill-Burke, Inc., Chicago, has been appointed Western advertising manager of the New York *Tribune*.





*Every fighting man
will O K her Message*

MARY ROBERTS RINEHART has written for April McClure's *such an article* as will be read and discussed in American homes for weeks to come. It is a stirring message — this article by Mrs. Rinehart — and it comes from a gifted writer who is the mother of two stalwart sons now in the service of our country. It is *one* of the important editorial features for the April number of





COMPELS ATTENTION

Every man, woman and child cannot fail to be attracted to this powerful human interest design.

This campaign, consisting of Poster and Painted Signs, is being shown in cities and towns in seventeen states.

Write us for estimates and ideas for Out-Door Advertising.

CHICAGO

Thos. Cusack & Co.

Largest Advertising Company in Chicago



LS ATTENTION

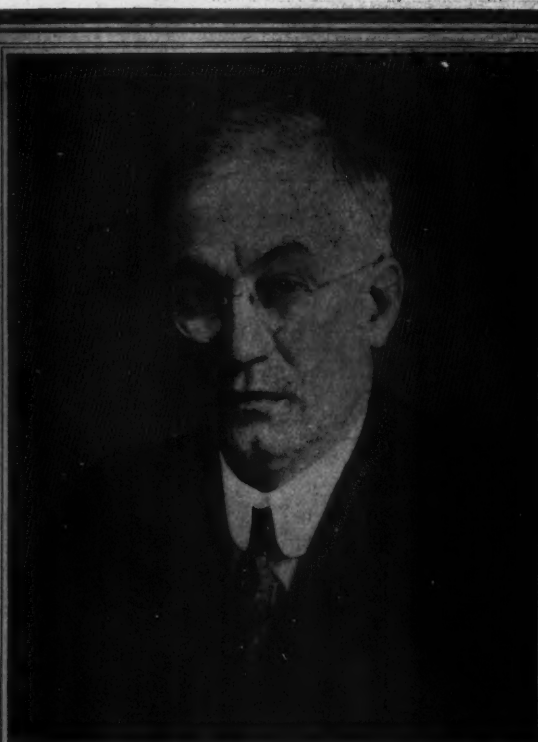
cannot fail to be favorably impressed by this

Poster and Painted Displays, covers the leading

as for Outdoor Advertising for your Product.

Cusack Company NEW YORK

Advertising Company in the World



BUILDERS *of* AMERICAN BUSINESS

CHRISTIAN GIRL, PRESIDENT OF THE
STANDARD PARTS COMPANY

"Someone has said that the two words most abused in the English language are the words, 'efficiency' and 'confidentially.' SYSTEM has been to me the leading exponent of efficiency in the proper sense of the word. Several of the good ideas in our factories have been suggested by a perusal of SYSTEM."

A handwritten signature in cursive script, reading "Christian Girl".

NUMBER CXX in the series of portraits of readers of SYSTEM



Selling Your Goods by Selling Your Town

Campaign Results in Formation of Big Salesmen's Association

By Philip Francis Nowlan

THERE'S nothing new about the sales "sweetener" principle. It takes many forms in many trades. In its most crude form it's price cutting, rebates and special discounts "just to get you on our books" rather than a legitimate and standardized recognition of the volume of the order. In a certain type of department store it is the bargain, a sale below cost to draw the customer under the lure of attractive displays which are not sold below cost.

The "sweetener" has been developing, however. We see it today in more sincere and scientific application; in the sale of "service," in selling the dealer the value of the manufacturer's advertising, in the selling of the theory and practice of efficient retail merchandising in the case of John Lucas & Co., paint manufacturers, of Philadelphia, for instance. We see it in the development of an automobile accessory department by the Crew Levick Co., of the same city, which really is in the business of selling oils, greases and gasoline, but which has taken on various specialties which are not so subject to competition, in order more easily to establish relations with new dealers.

Wearing apparel salesmen from Philadelphia, however, who have been out on their short season trip, for the purpose of selling Philadelphia as a sales center, as well as for the purpose of selling their individual lines, have found that they have a mighty good "sweetener" in selling Philadelphia.

In the December 6, 1917, issue of **PRINTERS' INK** was told the story of how the waist and dress manufacturers of Philadelphia, with a progressive association,

got tired of seeing their production of more than \$60,000,000 worth of goods annually pay a tax for the privilege of being sold through New York, and of the campaign of advertising and sales which they have launched to educate the buyers of the country to the advantages of buying in the same market where the goods were produced, and ultimately to educate the consumer to the value of goods bearing the Philadelphia-made label, and backed by Philadelphia advertising.

Since that story was published there has come into existence the Philadelphia Wearing Apparel Salesmen's Association, the membership of which includes not only sales representatives of the various waist and dress manufacturers, but salesmen of cloak and suit houses, sweater firms, knit goods and hosiery manufacturers and wholesalers, and all forms of men's women's, boys', and girls' clothing.

PERSONAL SALES EFFORT

The organization came into being primarily to "sell" Philadelphia, to drive home through personal contact with the buyers, the story which the waist and dress manufacturers, together with manufacturers in allied lines, are telling in their full and double page advertisements in the trade press. The association was formed almost literally on the run, but a week or so before the men went out on their trips. Yet there were some 200 charter members. To-day the association has approximately 400 members. Salesmen leaving the city on their trips took with them ten membership applications each, and the resolve to sign up at least five new members each by the time they re-

turned. The membership, it should be explained, is not confined to salesmen whose homes or headquarters are in Philadelphia. It may include anyone acting as direct sales representative for Philadelphia-made goods in any line of wearing apparel. So, in this trip the salesmen have not only been selling their own lines plus Philadelphia, but they have been selling their own organization. And the results of the last-named sale show pretty conclusively what the salesmen themselves, who form the personal contact with the buyer, think of the value of the sell-Philadelphia movement as a business builder in their own individual lines, which after all is the thing in which they are most properly interested as business men.

Leo E. Weiss, of Haber, Weiss & Co., and president of the association, emphasized this point when he told the writer that in as short a time as the campaign had been under way the salesmen had found it of benefit to themselves, and immediately so.

"It has not only been that we have had very encouraging results in persuading buyers to come to Philadelphia on their future trips, but the whole plan has been of great aid in selling more goods and selling them more easily. When I say 'we', I mean the salesmen generally. I have talked personally with a great many of the men who are most active in 'selling' Philadelphia, and they all tell the same story. The very fact that there is such a movement on, and that it is being advertised extensively in the trade press, and through the mails, makes the approach of any Philadelphia salesman much easier than before.

"It's the element of curiosity on the part of the buyers which helps. All the members of our association have buttons, to wear in their lapels, and time and time again, when our prospects see this button, they bring up the subject of 'selling' Philadelphia. What better opening could a good salesman want? It may be that

that particular buyer has never been interested in his goods before, that he isn't really interested in the goods now. It may be that he feels more or less superior to the 'sell-Philadelphia' campaign, and that he has no intention whatever of coming to Philadelphia instead of New York. It doesn't make much difference, so far as the opening is concerned, whether he is for or against the proposition, whether he believes we are going to put it through or is convinced that we are wasting our efforts on a wild plan; he is at least interested in its failure if nothing else, and nine times out of ten he is ready to tell the salesman all the reasons why he thinks it will fail—which is the salesman's chance."

HOW IMMEDIATE SALES ARE HELPED

The interview quite naturally develops into a discussion of the reasons why a buyer can save money by buying Philadelphia-made goods right where they are produced, and where they do not have to bear the added burden of the maintenance of sales-headquarters in another city. There follows the "education" of the buyer on the size of the city in an industrial way, and the fact that many lines he has been handling are Philadelphia-made lines, though he may not realize it, and the fact that the Philadelphia industries are varied enough to give him as wide a range of selection as he could wish, and that all provisions have been made for his comfort and convenience in viewing those lines. The conversation usually comes to a clinch by the salesman giving intimate figures and facts and comparisons, using his own merchandise as the example. If he does not "close" his prospect after that, it is because he is a very poor salesman, or because his goods really are not right nor suited to the buyer's needs, in which case he really has no kick anyhow.

Mr. Weiss points out that a sharp line is being drawn between the "jurisdiction" of the salesmen's association and the co-

"The Bulletin is the only Philadelphia newspaper that prints its circulation figures regularly every day."

DOMINATE Philadelphia, create maximum impression on both dealers and consumers at one cost, by concentrating in the Dominant Newspaper, the

Philadelphia Bulletin

Philadelphia, "The World's Work-Shop," is enjoying the greatest activity in its history; manufacturing plants are running to capacity and enlarging their facilities. There has been a big influx of skilled workers and their families, to meet the demand of the forges, the shops, the mills, the shipyards, the locomotive plants, the munition and powder works and the looms.

Edward James Cattell, Chief Statistician of the City of Philadelphia, reports there are approximately 380,000 homes in Philadelphia.

Net paid average two-cent circulation for January.

375,486 Copies
a day

"In Philadelphia Nearly Everybody

reads

The Bulletin"

New York Office, Dan A. Carroll, Tribune Building
Chicago Office, J. E. Verree, Steger Building
Detroit Office, C. L. Weaver, 11 Lafayette Boulevard

operated effort of the manufacturers. Such matters as advertising and the big fashion show which is to be held during the summer market in Philadelphia, are regarded as properly part of the manufacturers' effort. The salesmen and manufacturers, it is true, are co-operating for the same general purpose, that of selling Philadelphia to the entire country, and many members of the salesmen's association are themselves manufacturers. They are members, however, by virtue of the fact that they are salesmen and not as manufacturers.

One reason for this is that the salesmen's membership takes in the entire range of the garment industries, including several which as manufacturers' associations have not yet joined in the manufacturers' movement.

The main reason, however, is that it is realized that the strength of the association lies in the fact that it is primarily devoted to the interests of salesmen generally, and a change in the character of its organization might interject confusing aims and policies.

To help in "selling" Philadelphia, plans have been drawn up for the formation of the Buyers' Building and Loan Association. The building association is a form of investment that is typically Philadelphian. The long existence of such organizations under state laws that are if anything more rigid in their provisions for protection of stockholders, and in their enforcement, than banking laws, is one reason why more than 300,000 householders in Philadelphia own their own homes. In brief, the operation of a building association is as follows:

A number of persons form the association, taking out shares of stock, paying in dues one dollar a month for each share. As funds accumulate they are loaned on mortgage to members, loaned against the ultimate value of the mortgagor's holdings, with real estate security, at 6 per cent interest, which is payable in monthly installments in addition to his dues. Earnings are credited

equally among the shares. When the amount paid in, plus accumulated earnings, brings the value of the shares to \$200 each, which is generally in from ten to eleven years, the series runs out. The man who has not borrowed, receives \$200 per share, while the debt of the man who has borrowed is cancelled by his shares.

The operations of building associations in Pennsylvania particularly are subject to such stringent restrictions regarding investments and such frequent examinations by the State, that building associations constitute one of the safest forms of investment, as well as the most convenient in view of the monthly payment of small sums on the shares.

The opportunity of taking advantage of this form of investment was considered a most suitable one to lay before the buyers of the country who visit Philadelphia, and Mr. Weiss, who has been a Philadelphian for only a few years, and therefore has an outsider's viewpoint, is convinced that the opportunity is one which will appeal strongly to buyers.

Buyers who come to Philadelphia will report at the headquarters of the salesmen's association, where they will find on file complete information as to the character, qualities and prices of goods offered by the various manufacturers, and where they can make arrangements to view the lines in which they are interested with the most convenience and the least delay.

As a result of the campaign to "sell" Philadelphia a number of resident buyers with headquarters in New York, have opened branch offices in Philadelphia to take advantage of the better terms which they can secure from the manufacturers there for their clients—that is, better terms than they could secure from the same manufacturers dealing through New York, and so the scene is well set for the "short" market which will be in full swing within a few weeks, and for the larger one of which the big fashion show will be a feature next summer.



THE real, live, up-to-the-minute 20th century farm paper must be "built" for the whole family. If it isn't, it can never hope to accomplish its real purpose.

FARM AND HOME

The National Monthly Magazine of Rural Life

is an all-around farm paper

It's of interest to every member of the family in some one of its many departments: The farmer, his wife, his children and the hired man.

The illustrations here show a few of the many department heads of FARM AND HOME. They are only a few of the more than 65 general department headings which appear in our columns in the course of the year.

It's a Real Business Farmer's Paper

Its editorial contents are founded on the practical basis the farmer needs. Its editors and contributors have a practical farm knowledge, and with the help of our large corps of contributors

are able to make the many departments in FARM AND HOME of definite help to the prosperous business farmers and their families that go to make up the large subscription list of FARM AND HOME.

PHELPS PUBLISHING COMPANY

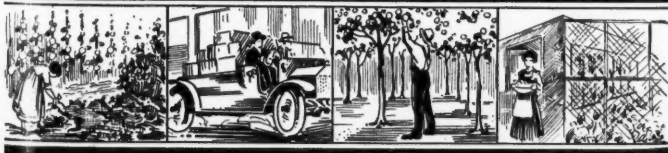
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1828
MOTT
1918



**THE J. L. MOTT
IRON WORKS**

Trenton, New Jersey

New York, 10th Ave. & 11th St.
 Boston
 Pittsburgh
 Chicago
 Atlanta
 Los Angeles
 Philadelphia
 Seattle
 Cleveland
 Dallas
 Detroit
 San Antonio
 Toledo

MOTT COMPANY, LTD.

Shanghai, Tientsin, Hankow, Canton.
(Illustrations registered with
 United States Patent Office)

**What makes
this Lavatory different?**

"NO pedestal!" you say. "Then what
does hold it up?"

Two heavy metal brackets, anchored
to the wall, and concealed under "jackets"
of vitreous china or solid porcelain.

That this arrangement means easier,
quicker bathroom cleaning—an apprecia-
ble saving in time and labor—goes with-
out saying.

"How about durability?"

The durability of Mott solid porce-
lain or vitreous china may be taken for
granted. In fact, the passing years have
a way of dealing kindly with all Mott
bathroom equipment.

Send 4c postage for our 128-page "Bath-
room Book," showing 25 model bath-
rooms, with prices for individual fixtures.

Everything we sell, we make

As advertised by

THE J. L. MOTT IRON WORKS, Trenton, N. J.
and BLACKMAN-ROSS COMPANY, New York

Bettering the Nation's Homes

IN 1828 the original Mott Plant began work in Mott Haven, near New York City.

From the start this manufacturer made it a point to push forward the standards of design and utility in sanitary wares.

There is no finer type of advertiser than the manufacturer who is all the time bettering the nation's way of living. The Mott people are of that type. They have brought luxuries of a few years ago within the reach of present-day homes of moderate means.

Today the Mott line is the most complete of its kind. In it you will find all types of sanitary wares for home, office, factory or institution—to say nothing of many other specialties for the country estate.

BLACKMAN-ROSS COMPANY

Advertising

95 Madison Avenue

New York

On February 28th

*"Havana—
minus the Minus"*

To Shoe Advertisers

When you put in a branch store, or when you select an agent in any city, your attention is naturally focused on the shopping center—on the market place of that city. You want your shoes to be displayed where the people naturally look for shoes.

When you advertise your shoes you should follow the same principle—select the newspaper which is the shopping center—the recognized market place—where the people look for shoe advertising.

In Chicago the shopping center for shoe advertising as well as other advertising—the market place—is The Chicago Daily News. Most shoe manufacturers and merchants know this and therefore The Daily News prints more shoe advertising six days a week than any other Chicago newspaper prints in seven days. The figures for the year 1917 are:

The Daily News,	6 days	374,480 lines
Tribune,	7 days	324,843 lines
American,	6 days	184,980 lines
Journal,	6 days	121,389 lines
Herald,	7 days	113,873 lines
Examiner,	7 days	94,924 lines
Post,	6 days	73,721 lines

If you want to tell Chicago about your shoes, advertise in

The Chicago Daily News

"It Covers Chicago"

German Business Propaganda in South America Laid Bare

Every Chance Seized to Put America in Bad Light—How Can the Truth Best Be Spread by United States?

WAYS to administer an antidote to German propaganda aimed against the United States in Latin America were discussed by the Export Division of the New York Advertising Club at a dinner on Friday evening, February 8. Two authorities on South American, Central American and Mexican conditions pointed out ways the Germans are methodically pursuing to build up a general hatred for us, fearing the United States more in this quarter after the war than England. Plans were then discussed for setting on foot means for American manufacturers to co-operate with the Government in a campaign to set our neighbors to the South as far as Cape Horn right about ourselves and offset the insidious effects of German intrigue that has been going on for years. Incidentally, on the theory that "two can play at that game," some American concerns are conducting campaigns of the sort with their own capital in certain sections.

The two principal speakers on the subject were Manuel González, chief of the Latin American Trade Division of the National Association of Manufacturers, and James Carson, for many years representative of the Associated Press in Mexico City. The substance of their talks was to the same general effect.

"Since the outbreak of the war," said Mr. González, "the Germans residing in Latin American countries have begun a persistent campaign of slander against the Allied countries, and of commercial and political propaganda in favor of Germany. Such campaign keeps up on a constantly increasing scale, but it has been directed especially against the United States and its commerce, ever since this country entered the war.

"To conduct this campaign, the

Germans have combined, forming powerful secret corporations which operate in the different countries in accordance with a general plan, and spending large sums of money to subsidize certain periodicals and certain persons in the newspaper circles of each country, as well as to cover at the same time the expense of the other systems of publicity and suggestion which they employ in their anti-American propaganda.

NO AVENUES OF MISREPRESENTATION NEGLECTED

"These systems are efficient and embrace all social classes, and it may be said that by these means the Germans have gotten rapidly in direct communication with every man in every one of these countries. They endeavor to keep alive distrust in the policy of the United States, this distrust having been aroused and fostered in the peoples of Latin America by some countries in Europe which have been interested for many years in the trade with those republics.

"The Germans address all and every man of importance in those countries, they have studied them carefully, they know their natural inclinations, and it must be borne in mind that they especially cultivate men controlling the commercial and political forces.

"The campaign of slander against the United States is very old; the Panama, the Nicaragua, the Santo Domingo, and several other well-known affairs have served as splendid pretexts to the propagandists who are exploiting them to their great advantage and have succeeded in creating a well-marked animosity against the United States in the minds of the people who are not wise enough to understand the complicated *raisons d'être* of the policy adopted

by this country, or who, understanding them, exploit the ignorance of the masses in the fostering of their particular political ambitions. Thousands of thousands of Latin Americans are implicitly convinced that their nationalities are doomed sooner or later to disappear, absorbed by the 'Yankee-Imperialism,' as they call it, and with their constant lamentations keep alive the idea of an unavoidable 'manifest destiny.'

"In the Enemy Trading List recently made public by the War Trade Board, twenty-six pro-German papers in Latin-America are marked. Anybody can easily realize the extent of the work already done by these twenty-six papers among their numerous readers, and the new impulse which their anti-American propaganda will receive by their having been marked to the American people as undesirable.

MEDIUMS AMERICA MAY USE

"Over three thousand daily, weekly and monthly papers are published in Latin America; forty-six dailies are the most important ones, nine or ten weeklies are the leading ones, which are not included in the Black List. The combined circulation of the fifty-six periodicals amounts to 1,819,500 copies, which gives a fair total of no less than five millions of readers, a very ample field for a well-directed pro-American propaganda. Imagine, for instance, the immense advantage for America if all those papers would reproduce and comment on the splendid declarations made by President Wilson in his letter addressed to Roy Howard, president of the United Press, and made public eight days ago (anent Latin-American relations).

"Doctor Paul Gast, one of Germany's best authorities on South America, a professor of the great commercial university at Aix-la-Chapelle, has recently published a pamphlet called 'Germany and South America.' He calls South America the 'Beautiful Helen of the Commercial World,' and ignoring Helen's partiality for

Paris, he claims her for Berlin, and says that she is vitally necessary to the Germany of the future. He warns his readers that Germany must make strenuous efforts to win her hand, as there is another dangerous rival in the field in the person of Uncle Sam. He writes: 'Sixty million people of European origin, still at the beginning of their politico-economic career, offer a rich field indeed for the industrial and cultural activities of the "old" races of the European continent, forced as the latter are to look constantly for new fields for their ever-increasing production.

"For us Europeans, however, the race is merely an economic one; with the United States it is financial and political. If we interpret aright the tendencies prevalent in the South American republics, they see in the Monroe Doctrine rather a danger than a powerful protector against the menace of European aggressiveness. It is, then, in our interest to further this anti-Yankee spirit, for under no circumstances can we tolerate a political predominance of the United States on this virgin economic soil. The struggle is thus well defined: Uncle Sam on the one side, all the rest of the trading nations of the world—Japan included—on the other side. Even this war, and our justified hatred of the Entente Powers, must not blind us to the fact that Germany's greatest danger in South America, so indispensable for our economic future, is not symbolized by the Union Jack, but by the Stars and Stripes.'

"Latin America must be won to the German heart by missionaries of 'Kultur,' the professor thinks: 'In order, however, to win the absolute confidence of the population, we must get closer to it than up to this date. Let us profit by the present condition of the South American soul in order to weaken the French and the North American influences. Down there they begin to understand that the United States has been, and is yet, the grave-digger of

EVERY WEEK'S sales better
at five cents a copy than at
the old price of three cents.

Newsdealers and Boys since the advance in price of Every Week, January 5th, are steadily increasing their orders. In fact, the sales exceed the expectations of the publishers.

With the constant addition to the single copy sales this growth will be accelerated.

Somebody called Every Week the "wide-awake weekly." It is made for wide-awake people.

The Crowell Publishing Company
381 Fourth Avenue, New York

their national independence . . .'

"To sum up: Let us never forget that our great "Kultur" mission in Spanish America is not only to conquer her markets, but also to catch the souls of her populations. But most of these souls refuse to be caught by us."

"Four large banking institutions formed with German capital and backed by the German Government have been for long years established in Latin America, with powerful branches in the leading republics. Taking as a basis the reports filed with the several South American governments, the distribution of the South American deposits among these banks, at the end of 1915, can be approximately fixed as follows: Branches, 43; capital invested, 70,000,000 marks; deposits and current accounts, not including European deposits, \$79,936,000.

"All I have said, the foregoing cold figures, the stubborn pertinacity of the Germans, the immense opportunities which the Latin-American markets and soil are offering, the constancy and adroitness of the anti-American propaganda, the absolute lack of a well-organized defense on the part of the pro-American propaganda which has to be as strong and even stronger than the attack, and the profound roots already developed in the mind of the Latin-American peoples by so many combined causes, are things which have not to be considered as unimportant, but facts which glitter like red lights of danger."

Mr. Carson said that, while the German has lost the fight politically in South America, so far as the relations between the United States and Latin America in the war are concerned, he is keeping it up to beat the American commercially, fearing the Stars and Stripes more than the Union Jack in these quarters. Thanks to his ceaseless slander, he said that the symbols for a North American in more Southerly Americas are the dollar sign and the hog. Not long ago, he said, he made a trip through South America, and while he found matters amicable enough

for us in Brazil, he picked up a paper in another South American country one day and found a three-column article, reprinting the Monroe Doctrine in the native tongue, and carrying an account of an alleged dinner these many years ago at which William H. Seward is reported as having remarked, *re* the famous doctrine, "You know, South America reminds me of a ham, and you know how we Yankees like pork!" This is a fair sample of the Teuton method in arousing the nightmare of annexation among the South Americans.

LOWLY EMISSARIES OF GERMANY IN LATIN AMERICA

There is no avenue for the dissemination of false dogma, according to Mr. Carson, that the German has not made use of. There is a class of itinerant peddlars throughout the countries south of the Rio Grande known variously as "Turcos," "Syrios," etc., who travel thousands of miles into the interior on foot, peddling. At the outbreak of the war these peddlars in great numbers were subsidized to spread pro-German doctrines in the interior. For instance, one such traveler carried to a little paper in Chihuahua the sensational story that the American fleet had been bottled up in the Hudson River by the Germans and sunk in a battle off Yonkers. Of course such information is immediately discredited by the intelligent, but among the ignorant it creates the impression that we are poor fighters, cowards, etc., and if the Southern American has one contempt, it is for a coward.

"The test of good propaganda and poor propaganda," Mr. Carson pointed out, "is, is it truthful? Is it fair? just as it is the test of good or bad advertising. It is up to the United States to combat the German brand of propaganda with fair and truthful matter, which will win out in this no less important but more insidious passage of arms."

He said that politically the United States has won in South



Johnston Overseas Service

Advertising

EXPORTS to Argentina, Brazil and Chile were 50% greater in 1917 than in the previous record year. There is much profitable business in this rich field for those who advertise intelligently. We have our own representative permanently in South America.

17 Battery Place
NEW YORK

The nation's business —*and yours*

The magazine devoted to the purpose of integrating American business—and in these grave times to the purpose of interpreting war needs to business and business to government—

In the February issue:

DANIEL WILLARD, Chairman of the War Industries Board, "*Gearing our Industrial Machine to War Needs.*"

EDWIN B. PARKER, Chairman of the Priorities Committee, Council of National Defense, "*Priorities.*"

DR. HARRY A. GARFIELD, Fuel Administrator, "*Boiling Down American Business.*"

P. B. NOYES, Director of Conservation of the Fuel Administration, "*Non-Essential Industry? There is None.*"

R. GOODWYN RHETT, President of the Chamber of Commerce of the U. S., "*Organize—for the War and the Afterwar!*"—the Pooling of Industries versus the Sherman Law.

WILLIAM S. CULBERTSON, of the U. S. Tariff Commission, "*The Skeleton in Our Foreign Trade Closet.*"

—must necessarily command an audience of the most important and influential business men of America—

Nearly all of the 28,000 copies of The Nation's Business are sent directly to the principal executive officers—Presidents, Vice-Presidents, Secretaries, Treasurers and General Managers—of corporations of highest rating

—who take an interest in the magazine in proportion to their personal influence on public life and thought.

More than 80% of these leaders of American industry regularly renew their subscriptions to The Nation's Business within a month of their expiration

If you have a story of *national* importance to get before these 25,000 thinking-ahead executives, The Nation's Business will present it to them in a setting that guarantees your message the fullest interest and impressiveness.

The NATION'S BUSINESS

WASHINGTON, Riggs Bldg.

NEW YORK, Woolworth Bldg.

America by its frankness, and that the same thing can be done commercially. He said that Mr. Creel's Committee on Public Information, in distributing millions of copies of a pamphlet all about ourselves, printed in seven languages, is doing such a work.

So far has the long arm of German intrigue extended, he said, that, whereas at the start of the war there were not more than 5,000 Germans in Spain, now there are 80,000. Moreover, the Germans have bought into Spanish business, mines, public service corporations, and press to the tune of \$400,000,000, getting in on bargain-counter prices because the Spanish had never exploited their rich resources. This step has been taken to a large extent to influence Latin America for after-war commercial development because, he said, Spain is the mother of Latin America, and the latter patterns herself after the mother country.

In Mexico, he said, the German has been playing on the raw in recalling the days of '46, because the old feeling still rankles in the Mexican heart against the "Coloso Nord Americano." He warned against the dangers of a sort of Mexican I. W. W., set on foot by German intrigue, to paralyze the great oil fields around Tampico; a danger, he said, that is far greater than the average person realizes, affecting as it does the fuel supply of the great Allied navies.

A former South American newspaper man in the assemblage told of how, on returning to his country, he had been approached by a former newspaper friend, on a proposition to publish a new paper, the money to come from German sources, as it turned out. He declined. The incident was offered simply in illustration of the methods employed against us.

Ways of combating German intrigue by counter-propaganda were discussed. One export manager said that he has always made it a practice to supply his salesmen in the South American field with their favorite New York newspa-

pers, so that they can keep informed on things back here. Also he sends clipped articles from American newspapers and magazines on subjects which he feels will keep South American correspondents better informed about us, our character and ideals. If all business houses would do likewise, he felt that it would prove effective in neutralizing the poison of the German campaign.

At the same time it was felt that some definite movement of anti-German propaganda by American business should be set on foot, and a committee will be appointed to formulate means of inviting all associations and trade bodies interested to chip in their share towards plans and methods of co-operating with the Government in this work. It was pointed out that one reason why such matters have been neglected in the past has been that the American manufacturer has hardly had a surplus to sell, and has therefore been indifferent to the trend of things further South. With the expansion of industry during the war, and the possibility of a considerable surplus after peace, it will be his own fault if he doesn't organize in some movement to beat the Germans at their own game in South America. The German has been at it for years. We have just begun to open our eyes to the extent of the Teuton's machinations, but we have the opportunity to offset it if we go about it in the right way and before it is too late.

English as She Is Wrote

Mrs. J. T. Miller read an article on "Personal Devils." Seventeen were present.—Boone, Ia., *News-Republican*.

The first fall meeting of the Ladies' Matinee Musicale will be held in the Central Christian church, Saturday afternoon, at 2:30 o'clock.—Columbus, Ind., *Republican*.

Mr. Roberts went to Kansas City with a car of hogs. Several of the neighbors went in together to make up the car.—Iola, Kan., *Register*.

Leaves Kelley Agency

R. E. Briggs has resigned from the Martin V. Kelley Company of New York and Toledo, with which he has been connected for the past year.



Through the St. Louis GLOBE-DEMOCRAT the national advertiser reaches the brimming purse—the buying power—of the great Mississippi Valley. The GLOBE-DEMOCRAT has the largest two-cent circulation west of the Mississippi.

20,547 GAIN In Daily Circulation over 1917

	Jan. 31, 1918	Jan. 31, 1917	GAIN
Carriers (Home Delivery).....	38,631	35,046	3,585
Branches (Newsboy Sales).....	23,888	22,598	1,290
Office (Downtown Sales).....	3,199	2,318	881
Suburban Dealers	4,323	3,527	796
Suburban Mail	9,605	8,580	1,025
Total City and Suburban.....	79,646	72,069	7,577
Country Dealers	26,135	19,446	6,689
Country Mail	38,756	32,792	5,964
Total Country.....	64,891	52,238	12,653
Miscellaneous	1,799	1,482	317
TOTAL.....	146,336	125,789	20,547

NATIONAL REPRESENTATIVES:

F. ST. J. RICHARDS,
303 Tribune Bldg.,
New York

GUY S. OSBORN
1202 Tribune Bldg.,
Chicago

J. R. SCOLARO
403 Ford Bldg.,
Detroit

R. J. BIDWELL
742 Market St.,
San Francisco

Member of the Audit Bureau of Circulations



Refinement and Accuracy

These are the desiderata in color illustrations intended for technical reference and where exactness of detail must combine with a highly finished and attractive result.

Niagara Lithograph Co.

Buffalo · New York
Chicago · Cleveland · Boston

BRITTANNICA ELEVEN

IT IS generally acknowledged that no publishing achievement in recent years compares with the issue and sale of the ELEVENTH EDITION of the ENCYCLOPAEDIA BRITTANNICA. Stupendous not alone as a literary undertaking, but unprecedented from the publication standpoint, sales to date having reached the colossal aggregate of *Twenty Million Dollars*.

On the same high and authoratative level as the literary contents are the lithographic plates executed by the *Niagara Lithograph Company*, some of which involve *twenty-five distinct printings*.

The choice of the *Niagara* organization to handle this supremely exacting feature of a monumental work is of marked significance.

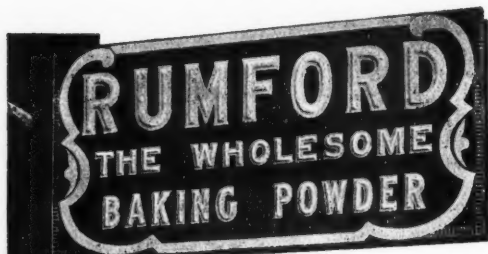
Niagara Lithotone Process

Niagara Lithograph Co.

Buffalo · New York

Chicago · Cleveland · Boston





FLEXLUMES— The Signs That Bring Sales

Your goods are known through national advertising—but where can they be bought?

The public doesn't know unless you tell them.

The most effective way is by a Flexlume sign above your dealer's door.

It will work for you the whole twenty-four hours—flashing out your message to the thousands who pass—raised white letters of Oplex glass, each character sharply outlined, distinct, a perfect day sign, as well as an illuminated electric sign.

Hundreds of progressive manufacturers and large selling organizations are using Flexlumes to tie their national advertising to the place where their product can be bought.

The list of Flexlume users includes such names as the Western Union Telegraph Co., The Standard Oil Co., United Cigar Stores, The Hood Tire Co., all of them large users who buy in quantities and investigate the whole market before they buy.

What more effective dealers' help could you find than a Flexlume?

You know that it will stay up. You are sure of a place at the front of the store. The money you spend on it cannot possibly be wasted.

Flexlumes are peculiarly suited to the needs of national advertisers because practically any trademark or distinctive lettering can be perfectly reproduced in the Flexlume raised glass characters.

Let us send you a sketch showing how YOUR sign will look, and the Flexlume book "Twenty-four Hours a Day."

The Flexlume Sign Co. ELECTRICAL ADVERTISING
1439-1446 Niagara St., Buffalo, N. Y.

Pacific Coast Distributors: Electrical Products Corp., 941 West 10th Street
Los Angeles, California

Canadian Distributors: The Flexlume Sign Co., Ltd., St. Catharines, Ontario

committee to handle the matter, and this committee selected Bevan Lawson, marketing manager of E. R. Squibb & Sons, to be sales manager, and as his associate, Allen M. Mowry, sales manager of the Diamond Match Company. These companies loaned the services of these men for the good of the cause.

The sales department thereupon set about to raise a sales force. They appealed to various business houses to lend one or more of their crack salesmen, and in two weeks had recruited a firing line company of ninety-one. These men have been out on the street soliciting contributions, and to date have collected cash donations of more than \$40,000. The department expects during the year to raise \$350,000 for advertising. This is the way it works:

It made up lists of firms rated at \$500,000 and more, of which it found 750; next those rated at from \$300,000 to \$500,000, to the number of 300; and those from \$100,000 to \$300,000, around 2,600.

Each salesman received six names from this first list to solicit, and for every visit he made, he handed in a report, just as he would in selling goods. He gave the name of the man in the firm he saw, and if he didn't make a sale, he gave the reasons why, etc. Thus, it has been possible to tabulate results on all visits, prevent duplications of effort, and make the drive systematic. Furthermore, on the data collected it will be possible to organize a follow-up system, for intensive work by a body of "shock" salesmen, to try to sell those whom the first drive failed to line up. In this way the first list has already been covered, and the drive will now be carried on into the others.

"COMBINATIONS" OF NEWSPAPER SPACE

In approaching these firms the salesmen have something definite to offer. It was felt by the advertising directorate that on the anticipated volume of advertising the newspapers should make bet-

ter than a one-time rate. The newspapers were appealed to on this basis, at the same time it being realized that they were contributing handsomely in their share for the cause through their news and editorial columns. Nevertheless, all of the New York and Brooklyn papers, except one, gave a special rate, and many of them agreed to give their charity rate for the advertising. In this way it was possible to get up a combination of papers in which a man might buy full-page space for \$1,000, lowering the cost from the one-time rate as much as 33½ per cent. There are forty-seven papers on the department list, thirteen New York English papers, three Brooklyn English papers, and the remainder foreign language papers. These latter are considered highly important for reaching a large and logical market for Thrift Stamps in the foreign population of the greater city, estimated at 1,900,000. Therefore it has been possible to get up twelve combinations of newspapers, one or more English and three or four foreign language papers, each combination costing \$1,000. These combinations run in rotation: when twelve has been reached, the cycle is started all over again. By so laying out the space it has been possible to secure a reduction from the one-time rate, by anticipating volume and discounts.

A salesman, therefore, has something definite to show a man. The contributor may pick any combination he wants from the list printed on the back of his contract, leaving it to the committee to decide when it shall take its turn in running. In this way it is possible to have full-page copy running every day in several newspapers, and an equitable distribution of the advertising is assured. It is figured that the circulation so secured runs into 4,000,000, practically blanketing the city.

In this way the sales force has been securing \$10,000 a week, with an accruing balance for a sinking fund to insure the full amount



***"I raised my boy to
be a soldier," says—***

HARRY LAUDER, who is now trying, personally, to raise \$5,000,000 for War Relief.

Lauder has already given his only son to the War.

He has given himself—his money, his reputation, his life, to the War.

His series of war articles just beginning in Hearst's will give the world a new point of view on Harry Lauder—and perhaps on the War too.

**Hearst's
Magazine**

of the anticipated appropriation. Besides actual cash, a great amount of space has been donated.

To fill the space with selling copy the need of an art and copy department was met. Arthur S. Allen of the American Institute of Graphic Arts loaned the offices of this organization to operate an art department, and as art and type director, A. F. Mackay, of the Mergenthaler Linotype Co., was secured. The services of Ward & Gow's department of twenty-two artists were volunteered by Ray Greenleaf, this company's art director.

For handling the copy W. B. Ruthrauff, of Ruthrauff & Ryan, is contributing his services. He asked the Association of New York Advertising Agencies to contribute at the rate of \$3 per member a week to hire an assistant copy writer, and this has been done.

To handle the outdoor advertising, W. S. Yerkes, vice-president of the Thomas Cusack Company, is giving his time. So far most of the signs erected have been on such preferred sites as many of the Government buildings afford; the front of the New York Library, the extremely commanding position offered by the front of the Federal Building, facing downtown at the junction of Broadway and Park Row, and the extension of the Brooklyn Bridge across Park Row, viewed by the home-going thousands merging at the subway and elevated stations at the bridge and Municipal Building. Plans are now under way, however, for securing the use of commercial sites now occupied by the paint and paper of private advertisers.

The news bureau of the Committee is in charge of Finley Peter Dunne, one of the editors of *Collier's* and the handling of the advertising department's detail is in charge of William C. Edwards, vice-president of the Guaranty Trust Co., assisted by J. I. Bernat, formerly advertising manager of the Auto Strop Safety Razor Co., and Pathé Freres Phonograph Co.

Since the advertising has started, more than \$1,602,708 have been paid out in the Greater New York District for savings stamps. Here is a table showing stamp sales the latter half of January and part of February:

Daily sales from Jan. 15 to Feb. 4, incl.

Jan. 15.....	\$ 55,555.
Jan. 17.....	45,110.
Jan. 18.....	54,765.
Jan. 19.....	49,800.
Jan. 21.....	56,322.
Jan. 22.....	65,500.
Jan. 23.....	72,400.
Jan. 24.....	*132,250.
Jan. 25.....	92,500.
Jan. 26 (half holiday).....	81,473.
Jan. 27 (Sunday).....	
Jan. 28 (holiday).....	67,800.
Jan. 29.....	110,000.
Jan. 30.....	174,580.
Jan. 31.....	263,806.
Feb. 1.....	208,631.
Feb. 2.....	30,112.
Feb. 4.....	42,104.

*This includes a bulk purchase of \$40,000 worth of stamps by the New York War Savings Stamps Committee.

A curious phase of human nature is illustrated in the fact that, during the last few days of January, after the end of which month the price of the stamps would advance one cent, sales took a phenomenal jump, until on the thirty-first they totaled \$263,806. No especial note had been sounded in the copy that soon the price would be one cent more, although it had been suggested that this thought might be valuable. It was considered that a picayune matter of a cent would have no appreciable effect on sales. Nevertheless, apparently it did, which would seem to indicate that you can't foretell the effect of copy on the public until you have tried it out.

Advertising Manager of D. H. Holmes Company

George W. Reese, formerly on the advertising staff of the New Orleans *Times-Picayune*, has been appointed advertising manager of the D. H. Holmes Company, department store of that city, to succeed Paul Renshaw, who has resigned.

E. R. Dunning, for several years past with the F. W. Dodge Company, has joined the Chicago office of the Crowell Publishing Company, New York.

BALTIMORE, Md.

The Billion Dollar City

Its Foremost and Oldest Newspaper

144 Years Old

ESTABLISHED 1773

Baltimore  **American.**

MORNING

HABIT

It is HABIT with readers of THE BALTIMORE AMERICAN to read advertisements—and therein lies its great value to advertisers—therein lies its great pulling power.

If THE BALTIMORE AMERICAN had half its circulation, it would still be a very profitable advertising medium at its present advertising rates.

The HABIT of its readers in reading the advertisements is of long standing. It has passed down from generation to generation. It is fixed. It is a powerful business stimulant.

The smallest advertisement placed among hundreds of other small advertisements gets its share of attention from our readers. They do not overlook anything.

The response is immediate. Time and again tests are made—always with one result—SUCCESS.

The Baltimore Star

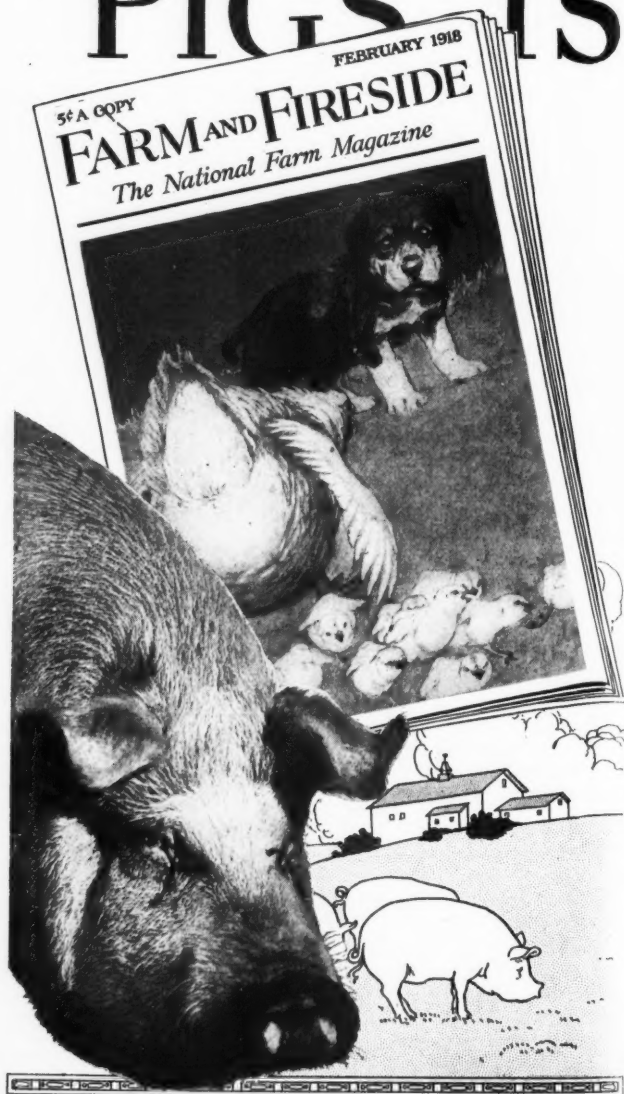
EVENING

Represented in The United States and Canada by

VERREE & CONKLIN, Inc.

New York.....	Brunswick Building
Chicago	Steger Building
Detroit	Free Press Building

"PIGS IS



PIGS"— also Wealth

HOG values have increased to \$1,392,276,000—a gain of 147% in two years. This is more evidence that the American farmer is enjoying the greatest prosperity in history.

Furthermore, he is buying the good things of life that always go with prosperity.

What have *you* to sell to the farmer?

Tell him about your goods in *Farm & Fireside*—the national clearing house of ideas for more than 600,000 prosperous farmers.

94% of *Farm & Fireside's* 600,000 guaranteed circulation is *concentrated* in the 20 states which produce 85% of the total value of hogs.

The rate is \$3.00 a line.

FARM AND FIRESIDE

Established 1877

The National Farm Monthly SPRINGFIELD, OHIO

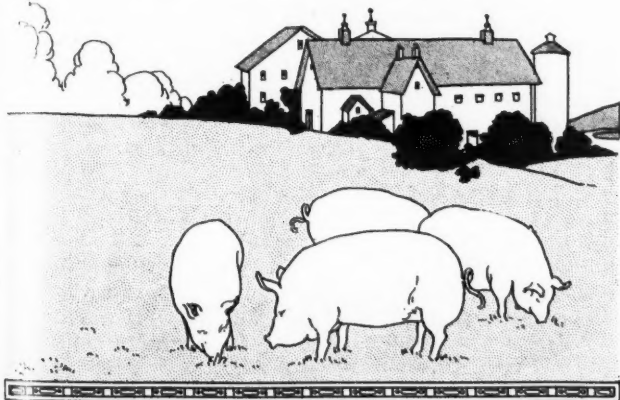
Published on the First of Each Month

D. W. Henderson, Adv. Mgr. T. J. Morris, Western Adv. Mgr.

The Crowell Publishing Company

381 Fourth Avenue, New York City

Western Office: 1316 Tribune Building, Chicago, Illinois



First

THE NEW YORK TIMES printed a greater volume of advertising in January, 1918, than any other New York newspaper—1,043,215 agate lines. It is the only newspaper which published a million lines of advertising in January and the only one to record a gain over January, 1917. The aggregate advertising loss of the New York newspapers in January compared with January, 1917, was 1,333,172 lines.

In November and December, 1917, The New York Times also led all New York newspapers in volume of advertising

YOU CAN KEEP THIS CHILD ALIVE

A cute little codger—not entirely unlike your own youngsters, or perhaps your own grandchild, or maybe a little niece. But she was hungry—more than hungry. She is starving. She needs your help—now—to save her from the terrors of cold and hunger or worse—death.

There are four hundred thousand children like her in pillaged Armenia and Syria, parentless, homeless, underfed—with insufficient clothing to protect their tender bodies from winter winds. *You can* be the salvation of at least one of these innocent little sufferers.

Thirty millions of dollars are needed through the winter to stop the extreme widespread of death by starvation and disease in these countries. Private subscription has provided for every operating expense. Every dollar you give goes into actual lifesaving work—is called to relief agents to buy bread.

You—a red-blooded business man—cannot, must not, let this sacred obligation pass your attention. Five dollars a month, less than seventeen cents a day, keeps the spark of life aglow in one child's breast. Act now!

Write the largest check you can possibly afford to Cleveland H. Dodge, Treasurer, 1 Madison Ave., New York City.

Since these advertisements began to appear the contributions sent in to the committee in New York have largely increased. In response to one that was printed in a hardware paper \$700 was subscribed. Over 600 magazines—literary and business—have agreed to devote at least a page of space to the committee's appeal. It is hoped that \$2,000,000 will be raised through their aid.

The only money that has been paid for advertising—and that was specifically contributed for the purpose—was invested at the charity rate in all the New York daily newspapers last fall, when one full-page and two half-pages were used. A small sum was also spent in the religious newspapers.

Besides the periodical and newspaper advertisements, the committee has effectively used several booklets and a number of envelope stuffers. Two of the booklets are entitled "Over the Top to Save Lives" and "Now or Never." The envelope stuffers bear such attractive headlines as "The Little Shepherd of the Hill Country," "Through the Streets Where Jesus Walked," "Two Boys in a Dug-out." Each of these tells a little

story from real life, all being distributed through the 2,300 local committees in various parts of the country.

Thus far the committee has collected and cabled to Asia Minor \$7,400,233, of which \$1,403,000 was forwarded on January 21.

Advertising Inertia

When peace comes and the readjustment of business takes place, "the right of way" will belong to standard, advertised goods. For, as prices decline and healthy, normal demand reasserts itself at the end of the war, the dealer will be more and more cautious in tying up funds in merchandise whose value is not firmly established by constant advertising. His experience will emphasize the truth that his only safety in profits lies in stocking goods for which a market has been made with consumers and his own interest maintained by advertising.

Those manufacturers, who because of war conditions, lack of shipping facilities, lack of material, lack of labor, lack of faith in the future, or for any other reason, are curtailing their advertising now, are going to wake up when it is too late and find that the greatest part of the expense incurred throughout years of consistent publicity has gone to pot and the great asset of favorable public opinion they once held has been transferred to some more far visioned competitor and they will be compelled to spend dollars to regain the lost ground where pennies spent now would retain their high standing.

A manufacturer may be "oversold" on his physical product but he can never be oversold in the good opinion of the public, its confidence, or its good will. He must remember that public opinion is a continuous force, always changing, never standing still, and if he would make his past and present expenditures, made in creating this confidence and good will, an asset rather than a dead loss, he should not even consider the discontinuance of advertising at this time simply because he don't need business. He should consider the advisability of using it as insurance of good will.—*The Soft Drink Journal*.

Wholesale Grocer Appoints Advertising Manager

Stanley G. Heyman, formerly with the Southwestern Advertising Company, Oklahoma City, has become advertising manager for the Williamson-Hallzell-Frazier Company, wholesale grocer of the same city.

Plummer a Director of Angus Company

Joseph A. Plummer has been elected a director of the Angus Company, New York. He became associated with the company last spring.

CAUSE AND EFFECT

THE CAUSE

The News has more city circulation than all other Detroit week day papers combined, largely duplicates the circulation of every competitor, and has an immense exclusive circulation, that is, amongst readers who take The News only.

THE EFFECT

Over half the entire appropriations for advertising in Detroit week day papers are expended in The News—three competitors dividing the balance.

Advertising and circulation lead go hand in hand. The News leads in results because it reaches the greatest number of readers and has their confidence.

Tell your message to the greatest number you can reach at one time in one medium. You thus save the cost of duplication. The Detroit News rate is among the lowest in proportion to circulation in America.

The Sunday News exceeds its only competitor in circulation by 24,000.

It will bring greater RESULTS TO YOU in direct proportion as it leads in circulation.

An OFFSET PAPER with A Reputation to Maintain

For every grade of paper there is a certain standard—a sheet that combines all the desirable qualities.

EQUATOR OFFSET

has a reputation among offset printers and users of being the standard offset paper—The one sheet giving the best printing results and the greatest production day after day the year 'round. Equator Offset is made as a specialty. Rigid adherence to a certain standard for strength, finish, sizing, color and packing has and is producing a specialty Offset paper as uniform from every standpoint as is humanly and mechanically possible.

Send for samples and prices.

SEAMAN PAPER COMPANY

Formerly

BERMINGHAM & SEAMAN CO.

Paper Manufacturers

CHICAGO

208 So. LaSalle St.

NEW YORK

200 Fifth Avenue

St. Louis Minneapolis Milwaukee Buffalo St. Paul Philadelphia

Selling the War to the Working Man

II—Some of the Practical Advertising Methods Which Are Being Used to Teach Labor the Great Importance of Its Share in the Task of Winning the War

IF all the labor forces of America could immediately be mobilized to their full strength, as pointed out in an article in *PRINTERS' INK* two weeks ago, there would be no question about a favorable decision of the Great War in the near future. The European battle front has exhibited for at least two years what is practically a deadlock; and if America's potential fighting resources could quickly be turned into actual resources, the Central Powers could certainly be hurled back.

The great problem, however, is to mobilize American labor effectively—not merely in a physical sense so that there are enough men at work in the right factories, but in a spiritual one, so that every available individual laborer will not only do enough work to hold his job, but every bit of work it is in him to do; so that he will not go on strike for trifling causes, nor lay off a day or a week just because he happens to feel like it, and because he has a lot of money in his pocket at the moment.

This job of "selling the war to the workingman," which *PRINTERS' INK* has already described as essentially a job of *advertising*, is being met in the fashion which might be expected from the nation where advertising is best understood and most used. It is true the United States Government has not yet officially invoked the aid of advertising for this type of propaganda, as has Great Britain,

for example, where thousands of workers for public service were recruited by a great advertising campaign. In fact, Great Britain has gone even further in this direction. Associated Press dispatches of December 15, 1917, told how, during a recent strike of mechanics in the airplane engine factories at Coventry, a fleet of army airplanes flew from their aerodrome in the west of England and circled over the town, scattering throughout the streets thousands of leaflets appealing to the strik-



A NEW CARTOON FOR FREE DISTRIBUTION SENT OUT BY THE NATIONAL ASSOCIATION OF MANUFACTURERS

ers to return to work. The strike was settled the following day.

Whether or not our Government will be driven to a similar use of advertising methods in connection with the great number of strikes occurring at present it is hard to say. So many things are now being done by our Federal authorities which no one would have said were possible a year ago, that it takes a brave man to declare that

any line of action lies entirely outside the horizon of governmental interference.

In the meantime, much fine work is being done to keep labor loyal, through the intelligent action of private individuals and organizations. Some of these are worth describing in detail, both because of their own inherent interest and because of the suggestions they carry for similar action on the part of others.

Fairly typical, for example, is the work of the Conference Committee on National Preparedness, which has its headquarters in New York City but has taken the entire nation as its field of action. This committee was formed about three years ago to investigate the state of national efficiency in the event of war, and to recommend action which would tend to increase that efficiency. It is headed by Henry A. Wise Wood.

Before the committee had been in existence very long it began to realize that gaining the good will of the workingman for any war programme was an imperative and immediate need. As a result of its investigation, it is now engaged in a programme to help achieve this end.

Thousands and thousands of workmen, as they entered shop or factory this morning for their day's work, passed a bulletin board where a big poster prepared by the Conference Committee on National Preparedness was displayed. This poster, of which well over 100,000 copies have been put up during the past month or two in factories, shipyards and other places where labor congregates, puts the case so clearly that it is worth reproducing here in detail:

"WHAT DOETH IT PROFIT A MAN?"

"Germany is working, by every scheme that ingenuity can devise and money can put into operation, to make American workmen traitors to their country in its hour of need.

"*What doth it profit a man* if he sends his sons and brothers to the battlefields, and after he gets them

there he betrays them to the enemy by stopping the industrial home work without which they can neither win nor escape?"

"The courses of nations—the lives of millions—are changed by very small events. Had the *Monitor* not been ready for the *Merrimac* exactly when she was, the Union fleet would have been rendered useless and the Civil War might have had a different ending. Had someone then succeeded in making serious trouble in a mine, a foundry or a shop—had someone then succeeded in delaying transportation while the *Monitor* was under construction, what would have become of the whole Union fleet of wooden ships which was blockading the Southern ports?"

"Germany wants us to be unready or confused when a similar crisis comes.

"Our whole nation is preparing for the turning point in this war which is to determine whether every man shall have a chance to work out his destiny, or whether he and his country are to become subject to the dictation of a Prussian group.

"If we are not fully ready when the test comes it will be easier for German armies and German ships, German submarines and German aircraft, to kill the men that go out from your community to protect you and your rights.

"Whoever, from any motive, delays work bearing directly or indirectly on the war will be an accessory to the murder of his fellow Americans.

"Every strike in the United States while this war is in progress is a blow in favor of Germany.

"*What doth it profit a man* to increase his wages or decrease his working hours, if by so doing he contributes to the victory of a nation that makes slaves of white men and scourges them as they work?"

"The condition of the blacks in America before the Civil War was far better than the condition of the whites in Belgium, who to-day are carried off like cattle, are overworked, underfed, beaten and



A Paper With Quality In Every Fibre

SCORES of paper manufacturers can turn out a high quality paper at a high price. On the other hand, the number of characterless papers, for print or stationery, is legion.

Between these two extremes, and safely established on the rock-bed foundation of honest quality, stands Systems Bond—a moderate priced paper with quality in every fibre.

SYSTEMS BOND

From any standpoint, Systems Bond is a paper success. Printers and lithographers find it another link in the chain of commercial good will between them and their customers. Advertisers find that it lends prestige to their selling message.

Systems Bond is also made in linen finish for note and letterhead paper. Samples of all kinds on request.

Eastern Manufacturing Co.

GENERAL SALES OFFICE

501 FIFTH AVENUE, NEW YORK CITY

Mills:

Bangor and Lincoln
Maine

Western Sales Office:

1223 Conway Bldg.
Chicago, Ill.

sick or well, must labor incessantly, often under the fire of their own guns.

"What doth it profit a man to aid a monarch who in this manner has shamelessly re-established the slavery of white men? The working man in America who obstructs the cutting of wood, the mining of fuel, the weaving of cloth, the turning of wheels in factories or on rails, while this war is in progress—he is helping the slave masters, the destroyers of civilization, the murderers of women and children.

"What doth it profit a man who has lived in the land of incomparable liberties, of advantages unparalleled in all the history of the world, to contribute by any act, however small, to the success of an autocracy to whom a common man is but a clod of earth?"

"The working man who stands faithfully by his duties day by day, allowing no person and no thought to get between him and an honest performance of his work, is rendering the highest kind of patriotic service to his nation and to his family.

"What doth it profit a man to sell his manhood, his self-respect, perhaps his soul, for a little selfish gain in such an hour? When life's services are measured up at the end, those who have faithfully labored through the war shall be entitled to their credit as well as those who have led the charges in battle.

"What doth it profit a man who wants to improve the condition of laboring men if he gains a little but in so doing prolongs the slavery of Belgian workingmen, who now cannot gain their freedom but by death or through the victory of the Allies?"

"Stand by your work for your own honor and safety, for the safety and success of your fellow countrymen who go forth to fight, as well as for the sake of workingmen who are now in actual slavery beneath German slave-drivers."

The committee has circulated this poster very widely among shipbuilders, ammunition makers,

and the like. Every Chamber of Commerce in the United States has received it, and a large number of big business houses with many employees. The committee sends fifty copies free of charge to any employer, and as many more as are desired are furnished at the cost of printing. The Union Pacific System has posted 40,000 copies of the placard among its men. The United States Rubber Company has used 34,000. The committee furnishes this poster in Russian, Hungarian (Magyar), Polish, Slovak, Greek, Italian, Portuguese, Yiddish, Bohemian, Swedish, or Spanish. It also furnishes it on a small slip for inclusion in pay envelopes, in any of these tongues or English. Several individuals have inserted the poster in newspapers as an advertisement, and some twenty-four papers have printed it on their own initiative. A six-column mat is furnished to any paper wishing it, in any of the twelve languages.

RESULTS ARE VISIBLE

The Associated Employers of Indianapolis is one of the organizations which has utilized this poster of the Conference Committee on National Preparedness. One thousand five hundred copies of it were distributed among the employers who are members of the association, and A. J. Allen, the secretary, reports that the placarding of their factories, shops and mills was followed by a noticeable improvement in the spirit of the men.

It is, of course, very difficult to trace concrete results in a case of this sort, since some of the best effects of propaganda for Americanism may be negative in character—preventing troubles which were imminent. "No news is good news" when you are dealing with labor problems.

The Conference Committee issues pay envelopes bearing a similar message, and distributed under similar conditions. A large quantity of these have been used in Indianapolis. The Associated Employers have also issued sev-

(Continued on page 77)

January, 1918— Another Month of Big Gains for The St. Louis Star

January marks the **Twenty-second** consecutive month that The St. Louis Star has made substantial gains in volume of Total Paid Advertising over the corresponding month of the previous year.

All Four Other Newspapers Show Heavy Losses

The Gains and Losses of Each St. Louis Daily Newspaper in January Follow:

THE ST. LOUIS STAR	.. GAIN 24,816 Lines
The Globe-Democrat	.. Loss 94,721 Lines
The Post-Dispatch	.. Loss 85,133 Lines
The St. Louis Republic	.. Loss 59,573 Lines
The St. Louis Times.	.. Loss 47,460 Lines

AGAIN—

in January The Star printed more columns of Paid Advertising in 26 days than the Globe-Democrat published in 27 days. (The Star did not publish New Year's Day.)

AGAIN—

in January, The Star printed more columns of Paid Advertising six days a week than were published by the Daily and Sunday Republic combined in 31 days.

AGAIN—

in January, The Star maintained its usual tremendous lead over the Times in volume of Total Paid Advertising. The Star's excess over the Times was more than 75,000 Lines.

Daily Average Circulation

115,613

Net Paid for January, 1918

A Net Paid Increase of 35,547 or 44% over January, 1917

The Star Guarantees a Greater Net Paid Circulation than that of the Globe-Democrat in the St. Louis and Suburban Area and a Greater Total Net Paid than that of the Times, or the Republic—Daily or Sunday

THE ST. LOUIS STAR

Member Audit Bureau of Circulations

STAR BUILDING

STAR SQUARE

ST. LOUIS, MO.

Foreign Advertising Representatives

STORY, BROOKS & FINLEY

CHICAGO,
People's Gas Bldg.

PHILADELPHIA,
Colonial Bldg.

NEW YORK
Fifth Ave. Bldg.



The Figures Presented in This Advertisement Were Compiled by the Statistical Department of the St. Louis Star. They Are for Daily Editions Only as The Star Does Not Publish on Sunday.



Is There Any Weight to the Fish?

TWO thousand years ago, a number of the greatest philosophers were asked the following question:—

“If you put a fish into a tub full of water, will that tub with the fish *swimming* in the water weigh more than the same tub without the fish?”

After discussing the question, pro and con, and invoking the laws of physics and mathematics, Aristotle suggested that they weigh the tub with the fish in it, and then weigh the tub without the fish!

The question of duplication of magazine circulation may be considerably more complicated than the problem of the tub and the fish, yet its answer is equally as simple.

Many of the greatest philosophers in the advertising business have been spending thousands of dollars in elaborate investigations in an effort to learn something about magazine duplication; some have been accepting the figures presented by certain publishers and investigators; others have thrown up their hands, indicating the impossibility of obtaining a correct answer.

We believe that *there is an answer to the question* of magazine duplication, and that the answer may be obtained easily and quickly by any advertiser or advertising agent—simply by following Aristotle's method.

Every publisher keeps a record of the names of his subscribers in every city and town in which his magazine circulates. Why not select a number of these cities and towns, request the publishers to send you the lists of their subscribers in these places and then simply match them, name for name? By so doing it will be possible for you to make an accurate selection of such combination of magazines as will place your advertising before the largest audience at the least expense.

THE PEOPLE'S HOME JOURNAL will furnish any responsible advertiser or advertising agent the actual names of its subscribers in any city or town which he may select.

Publishers' representatives are often prone to make broad statements regarding duplication of circulation without offering proofs to substantiate their statements. It is not necessary for an advertiser to accept unsupported statements because it is so easy to arrive at the exact facts.

Further, an advertiser who chooses his media from theories instead of facts may be doing his Sales Department a great injustice.

The magazine which has a small percentage of duplication with certain other publications is of special value to an advertiser because it offers him an opportunity to broaden his market through this magazine's ability to introduce his products at a very low selling cost into thousands and thousands of homes which otherwise may remain unreached.

THE PEOPLE'S HOME JOURNAL is individual, because it is read in a very large number of homes which are not reached by certain other publications. This distinction is not geographical by any means. It holds true not only in the large cities and the small towns, but in all other towns in between.

If the above is true, Mr. Advertiser, *you* should be as greatly interested in learning the truth as we are to have you learn it, because it directly concerns the future development of *your* business.

What are you going to do?

Are you going to discover whether there is any weight to the fish; or, are you going to continue listening to theories and reading statistical data which befogs rather than enlightens the issue?

Do you *buy*, or are you *sold*?

The People's Home Journal

Established in 1885

New York

The Magazine for Every Member of the Family

eral pieces of literature of their own along a similar line, and have circulated them widely. One of these is a bulletin quoting at length from the poster of the Conference Committee, and also giving this striking extract from an address of A. A. Landon before a recent convention of the American Federation of Labor:

WHAT WILL THE ANSWER BE?

"It matters not what a man CLAIMS as a reason for justifying and retarding or holding back of our war activities. WE MUST STAND ON RESULTS.

"What will we say when our boys return from France? How are we going to EXCUSE our negligence to them when they return legless, armless and eyeless (if they return at all), knowing that the REASON for it was that we FAILED to back our boys at the front:—

"That the boy's very father REFUSED for some reason or other to make him ANOTHER shell to shoot, or another bayonet with which to DEFEND himself; or refused to load a SUFFICIENT amount of food supplies on ships, or refused to BUILD ships so that the food and clothing, comfort, even MEDICAL supplies might be carried to him across the sea.

"What are you going to tell them? How are we going to square ourselves with them and our conscience?"—From address of A. A. Landon, President Buffalo Chamber of Commerce, before Convention of American Federation of Labor, Nov. 12, 1917.

A campaign to "sell loyalty to labor" which is not as yet using orthodox advertising methods, but is nevertheless significant, is that of the National Committee of One Hundred, which is part of the Advisory Council on Americanization to the United States Bureau of Education. The biggest project on which this committee is now working is a "Pro-America Drive," which is planned to secure the signatures of 1,000,000 volunteers to "teach one immigrant the language of America."

The importance of President Wilson as the spokesman for our nation and the leader in expounding the world-wide application of the principles of democracy, is not being overlooked by those who are concerning themselves with the task of winning the full support of labor for the war. The National Security League, an organization with which our readers are

doubtless familiar, has taken up the task of translating the President's great "war aims" address into German, Russian, Swedish, Dutch, Danish, Yiddish, Hungarian and Polish, for distribution among American workmen who speak those tongues.

One of the most far-reaching propaganda efforts of this character has been that of the National Industrial Conservation Movement, fathered by the National Association of Manufacturers. As long ago as March, 1916, Col. George Pope, president of the latter, sent out a letter to all its members urging them to co-operate in a campaign "to refocus the public's industrial perspective." In large part, this campaign has sought to secure greater good will and understanding among capital, labor and the public; but in recent months its activities have taken a decidedly military angle, and its current posters, prepared for distribution to employers, are strongly worded to keep the laboring man "speeded up" in his production of vitally essential war supplies.

There are two main angles to the campaign of the National Industrial Conservation Movement which will interest advertising men: posters and pay envelopes. Other features of the campaign include motion-picture films, a publicity bureau sending matter to newspapers, a large group of public speakers, etc.

The posters and pay envelopes are sent out without cost, the committee even paying the freight or express. The first series of pay envelopes contained twelve separate messages printed on the face of the envelope, and they were delivered in lots large enough to give each employee a different one for each of twelve weeks. A typical one of these said:

"STICK TO YOUR JOB

"The man who jumps from one job to another, never learns enough about any particular class of work to become valuable in it."

Another reminded the worker

(Continued on page 81)

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No one can *guess* these things

YOU can't just sit back in your chair and "dope out" window and counter material which will be a success with dealers. It takes years of experience working right with the retailer. Experience with different lines is a helpful factor, too—saving many "surprises."

We have both kinds of experience.

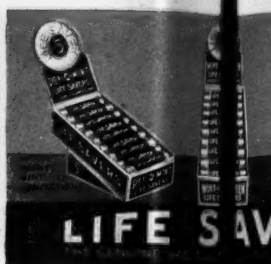
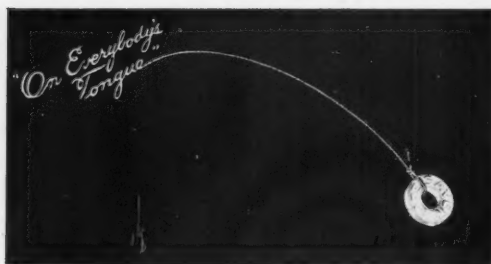
We have worked on the dealer problems of so many manufacturers, both national and local, from coast to coast, and produced so many campaigns conspicuous for their success, that we are now consulted as experts in the dealer hook-up problem.

We originate designs and execute the material. But *first* we investigate practical working conditions, analyze distribution and frame plans to meet these requirements.

Write if you wish to talk with a man who can really show this kind of window and store display experience. You'll find our representative a Helper.

Specialists in
Window Displays
Cutouts
Display Containers
Counter Displays
Paper Trims
Display Transparencies

**The International
SIGN Company**
Cleveland Ohio



"LIFE S

Three years ago the word LIFE SAVERS was one of the foremost successes in the history of the To the Presidency of the Mint Products association with Advertising. One of the unique possibilities of Street Candler on Individual or Group Territories.

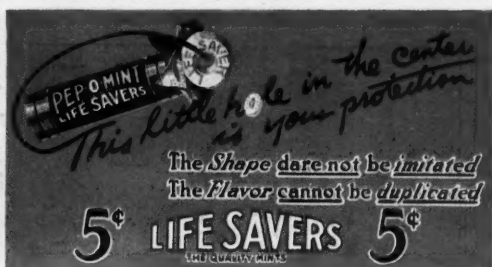
As fast as one territory or group was under now LIFE SAVERS appear daily, in the streets in hundreds of towns and cities from California. There is no question about the success of Street matter of the *degree* of success—dependent upon 11 x 12 space. From the beginning the Street operated in creating ideas, not alone for car Candler other service incidental to a complete Advertising

STREET RAILWAYS ADV

CENTRAL OFFICE
Borland Bldg., Chicago

HOMER
Candler Bldg., New York





LIFE SAVERS

LIFE SAVERS is but a name. Today it is the symbol of the Novelty Confection business. Many, Mr. E. J. Noble brought a wide of the best things he did was to take advantage of the Street Car Advertising for Intensive Concentration

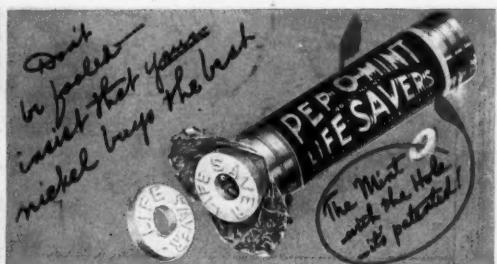
was under way, other groups were added, until in the Street Cars, before millions of people, in California to New York.

Success of Street Car Advertising; it is merely a dependent upon the appeal you put in your Street Railways Advertising Co. have come for car cards, but also for dealer helps and complete Advertising Campaign.

STREET RAILWAYS ADVERTISING CO.

HOMER B. YORKE
New York

WESTERN OFFICE
Monadnock Bldg., San Francisco





In writing a report to an insurance company, Benjamin Sherbow, the author of "Making Type Work," said: "Much of your printed matter is dull and dreary. It lacks sparkle. It lacks smartness."

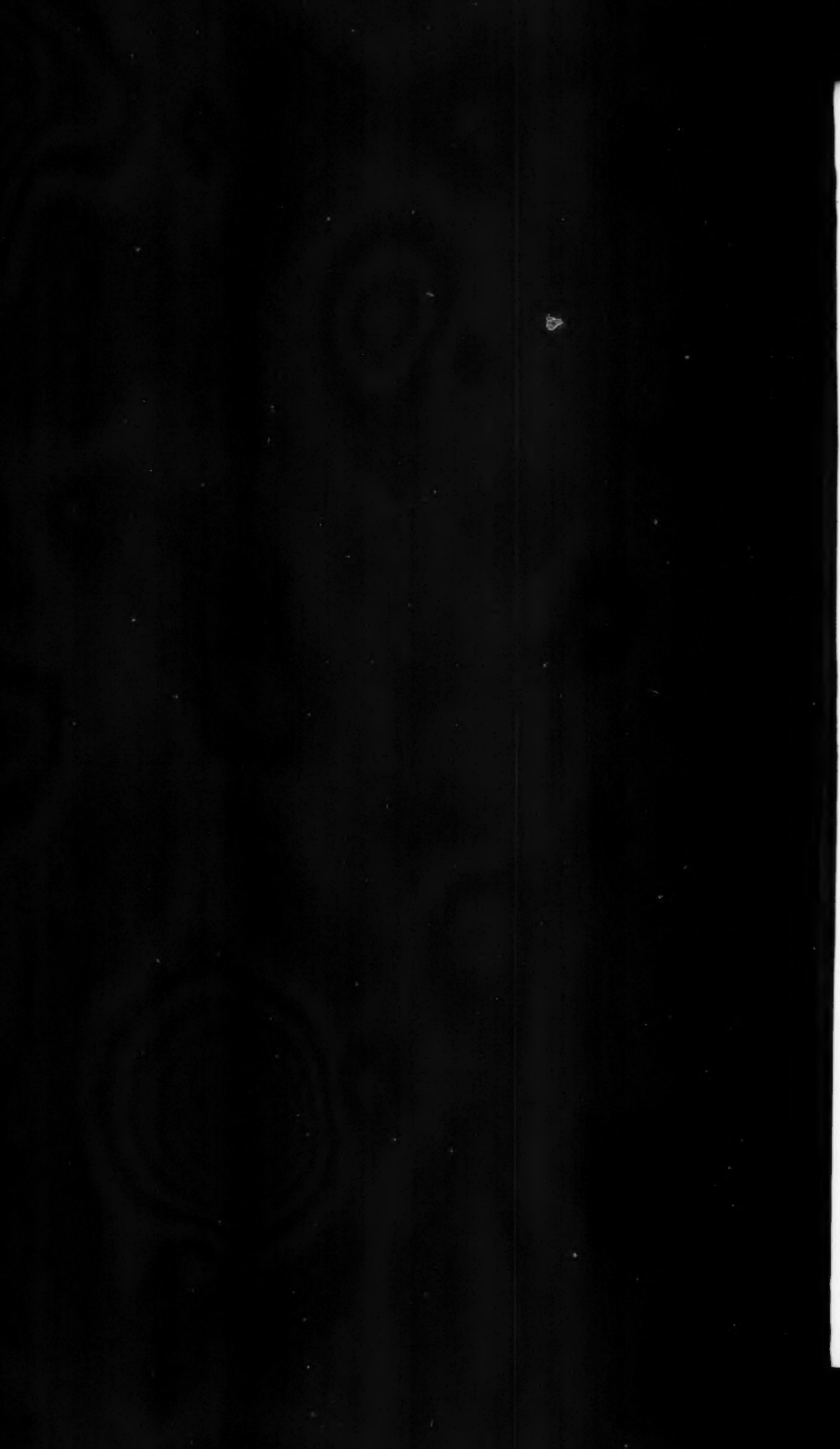
What would he say about your printed matter? Sparkle and smartness are two qualities vital to good advertising literature. Will you permit us to show you how we are putting both into the printed literature of some of Detroit's foremost industries?

SATURDAY NIGHT PRESS, Inc.
DETROIT U·S·A

Printers



*Printed by
Saturday Night Press, Inc.
Detroit, Mich.*



that "Good business law teaches the man who makes himself worth more will get more."

A total of 1,522,000 of these pay envelopes have been utilized by 1,400 employers. Ninety per cent of these were sent out after a definite request had been made for them.

A new series of twelve envelopes is now on the press, designed specifically to meet the war emergency. These are designed to point out to the worker that the man in the factory may be doing just as vital work as the man in the trench. To this end, the scene of the laboring man's activity is referred to as "Fort Factory," and the workers as a class are called "Industrial Patriots." Quite a decided military note is sounded in some of the new envelopes (which are intended for wide distribution, as the former series was). For instance, one of them says:

"FORT FACTORY"

"American success in war, and prosperity in peace, are largely dependent upon the loyalty and efficiency of our citizen troops and officers stationed at Fort Factory. These troops should not leave their work-posts and must continue to fight with forge, anvil, hammer, lathe and shovel until our foes are defeated. Co-operation and good feeling between privates and officers in the volunteer wage-paid industrial army is the keynote of success."

To the five series of posters (of twelve designs in each) a sixth is now being added, dealing with war problems in the same way as do the new pay envelopes. Stirring cartoons, with a minimum of text, are being used. One of them, for instance, shows the giant figure of Uncle Sam greeting the giant figure of Labor across a group of busy factories. "Stick to your job, my boy!" says Uncle Sam, and Labor responds, "You bet I will!"

Another of the series shows three lines of an army marching past the observer. The first rank is in army uniform; the last is

made up of sailors; and the middle rank shows capital and labor marching abreast.

The usefulness of industry in maintaining an armed force in the field is shown in a third poster, which has the caption, "The men behind the man behind the gun." In the foreground is a soldier firing his rifle, and faintly shadowed behind him are six workmen, the copy carrying out the idea that the labor of six men in industry is needed to keep one fighter in the trench. "Results Count" is the caption of another picture of the same sort. On the left is a soldier aiming at the foe and saying, "How many can I hit?" On the right is a workman making shells and saying, "How many can I turn out?"

The first printing order for this new series, which is intended for free distribution to employers, is 48,000; but it is probable that very many more will be prepared as the series comes to the attention of more manufacturers.

The association publishes a newspaper called *Industrial Conservation*, of which about a million copies have been distributed. Its press bureau has secured 63,200 columns of publicity in other publications, all dealing with the general question of harmony and good feeling between capital and labor, in war time and in peace as well. A motion picture of the sort technically known as a "cartoon trailer" has been shown in 280 theatres. It depicts capital and labor as being "both in the same boat," literally, and shows that results are as unpleasant for one as for the other when anyone "rocks the boat."

The urgent necessity of work of this sort is apparent to everyone who reads the daily newspapers. Not only are our industrial plants being hampered through the indifference of many laboring men to the quantity of work done, but the activities of our enemies seem to be increasing daily.

Saturday, January 26, a fire near the shipyards at Port Newark, N. J., took place which, according to newspaper reports, was

probably of incendiary origin. On January 29, a fire of the same character destroyed much of the plant of the Pioneer Iron Furnace Company, at Marquette, Mich. On the same day, at the trial of Franz Rintelen in New York City, for having conspired to destroy Allied steamers, Frederick Henjes, a witness, testified that Rintelen had asked him to secure the services of men to blow up factories, bridges, etc., in the United States. Rintelen brought with him to America \$508,000, presumably to be used in paying for these and similar services. Another witness, John C. Hammond, testified that Rintelen told him (before America entered the war) that he intended to tie up munitions factories all over the country by means of strikes.

On January 29 the Merchants' Association of New York telegraphed an appeal to Secretary Baker, urging that the War Department furnish guards for shipyards around New York. A previous similar request had been refused by the Chief of the Militia Bureau of the War Department, on the ground that guarding against fire and explosion is not a soldier's work, and that it is "up to" the companies to furnish their own patrols, watchmen and effective lighting systems about their plants at night.

In a situation such as to-day confronts us, it is amazing to find that there are still some employers who are not taking steps to guard against the possibility of sabotage in their factories, or watching closely their enemy alien employees. A decisive and complete course of action is necessary to insure safety in plants manufacturing war material.

WHAT EMPLOYERS SHOULD DO

Here, for example, is the programme outlined for treatment of enemy aliens in industry, by Frances A. Kellor, of the National Americanization Committee, who has made a special study of the subject:

"Take a census of your employees and divide them into four

classes: native-born, naturalized citizens, friendly aliens, enemy aliens. If they are naturalized citizens of enemy alien descent they had better be classed industrially with alien enemies until something of their history and record is known. Let us insist frankly that a man born on another soil has to *prove* himself for America.

"Make an analysis or a map of your plant, showing its vulnerable spots. Where will a fire do the greatest damage, where is waste accumulated, what hydrant is most vital in extinguishing it, where is the control of your lighting system? Where will an explosion cause the most damage? What machines are most vital or difficult to replace? Where can goods in transit be tampered with easiest?"

"Find out what kind of workmen are in charge of these vulnerable points. If they are enemy aliens transfer them at once."

"Surveillance and guards and sentinels are the next most important consideration. The number and location of these should be determined, first by the number and location of alien enemies and persons of doubtful loyalty; second, by the strategic points to be guarded. Both systems are necessary."

"Lighting is the next important essential. Every possible improvement should be made; vulnerable points should be especially well lighted. Keep enemy aliens and persons of doubtful loyalty in the light all the time."

"Keep outsiders out. This is no time for outsiders or persons without official authority or business in war plants. Verify their credentials. When they get in, see that they go only to the place they are supposed to go. Don't send them alone. Escort them in, stay with them, and escort them out."

"Reduce your labor turnover as much as possible. Every time a new man is taken on who is not known it increases the risk. When the registration of enemy aliens begins in February ask every new employee if he has such a card."

WE know that *Advertising* can bring out and correct the faults in your product or your organization. We know that *Advertising* can make your whole selling appropriation 100 per cent effective. But we know that to permit Advertising to do these things, the advertiser must have VISION.

To advertisers with Vision, who have problems similar to those we have already solved for our own clients, we offer—

Street & Finney's
Pay~as~you~
Enter
Advertising

STREET & FINNEY, INC., 171 MADISON AVENUE, NEW YORK

If your shop is handling war supplies of the first magnitude, try to get every alien enemy out—not by throwing him out, but by exchanging with some industry that is not manufacturing war supplies. A man thrown out of a job because he is an alien enemy may go to another plant in bitterness of spirit and wreck it for no reason but to get even with his first employer.

"Permits should be required by employees to go to different parts of the plant.

"Appoint some employee as an 'aliens captain.' Give him a committee if it is advisable. It will be his business to spot anti-American propaganda and sentiment, to make such shop plans and maps as have been suggested, supervise registrations, recommend transfers, and direct guards and sentinels.

"Take a personal interest in the alien. If he wants to become an American citizen, and learn English, facilitate it. See that he gets American information on bulletin boards, in pay envelopes and otherwise to offset the anti-American material sent him or told him.

"Try, finally, to remove systematically every possible cause of unrest, dissatisfaction, disloyalty and disturbance. These are the mediums through which the German agents work, and is their chief stock in trade next to the love for the fatherland. In dealing with German spies a plant has to be foolproof as well as bombproof. The man who strikes may think it is because of bad housing or bad treatment, wages, hours, dismissal or employing methods, or substitution of women; but the German propagandist knows that it is German efficiency taking advantage of American negligence and carelessness."

DEPARTMENT OF LABOR TAKES A HAND

Undoubtedly one of the most important moves in regard to labor is that announced on January 30, in the reorganization of the Department of Labor, recommended by the special labor ad-

visory council named by Secretary of Labor Wilson three weeks ago.

A joint board of representatives of capital and labor is an important part of the new plan. Its chief work is the formulation of a policy between workers and employers to be in force for the rest of the war. Five men from each side, and one layman chosen by each side, will make up a board of twelve members. It is hoped that the general enunciation of agreed principles will result in the elimination of strikes. All the industrial service sections of other Government departments will now be directed by Secretary Wilson as supreme authority. Seven new Labor Department services, or bureaus, will handle problems of adjustment of disputes, conditions of labor, information and education, women in industry, training and dilution, housing and transportation, and personnel.

This "War Labor Administration" will help to drive home to the workers of the nation that they must play their fair part in the great task of winning the war, just as the various types of advertising which we have described have worked to emphasize the same lesson. The dependence of the nation upon labor has probably never been better expressed than in the recent address of President Wilson to the United Mine Workers of America, at their convention, when he said:

"The safety of America and the whole honor and dignity and success of her action in the present crisis of the world depend upon (the workingman's) fidelity and energy and devotion."

Sixty Per Cent Gain for Bradley Knitting Co.

The business of the Bradley Knitting Company, Delavan, Wis., is reported to have exceeded \$2,500,000 in 1917. This was an increase of 60 per cent over the previous year.

Carney & Kerr, Inc., New York, have suspended business for the period of the war. Edward M. Carney has joined the New York office of the McLain-Hadden-Simpers Company, Philadelphia.

Keener Need Than Ever for War Advertising Chief

Urgent Argument That Only Paid Advertising Will Unclog the Channels of Communication Between the Government and People

By William H. Field

Vice-President *The Tribune*, Chicago

IN the issue of PRINTERS' INK for April 19 last there appeared an article under the title "Wanted for Uncle Sam, a War-time Advertising Chief." This article suggested "the immediate organization of a systematic Advertising Department for our great Government business concern, through which the messages of all the departments shall be translated to the people in terms that they are accustomed to understand."

Since the date of the appearance of that article many well-known business men and several Senators and Congressmen have earnestly advocated a Government appropriation for advertising the Liberty Loans. Their advocacy was of no avail and the appropriation of Government funds was bitterly opposed in Congress in a manner that left no doubt as to the prevailing opinion not only of the dignity but even of the efficacy of the plan. The Congressional Record carries in its printed pages an amazing picture of the views of certain Congressmen concerning the propriety of paying Government money to publications for paid advertising.

Nevertheless, the two Liberty Loans were oversubscribed, and advertising, for which the Government did not pay, but which private subscriptions did pay, was a compelling factor in their successful flotation.

The article referred to also suggested the usefulness of advertising aimed to systematize the education and instruction of farmers toward the planting and harvesting of crops necessary to provide food for ourselves and our allies. Great crops were raised, but, through lack of co-

ordination of effort, some articles of food were overproduced while others fell far short of requirements. Also much food rotted on the ground through lack of a proper provision for labor to harvest it. With this record of the past season, farmers are now being urged again to raise vast crops, but again without the coordinated plans the lack of which caused so much waste before.

An intelligent campaign of paid advertising, directed to farmers and planned with the thoroughness that characterizes most of our commercial advertising today, would have saved the country more than the campaign would have cost.

FOOD APPEALS ONLY THIRTY PER CENT EFFICIENT

Mr. Hoover's earnest appeals, through the news columns of publications, have not produced the expected results. He is quoted as saying that not over 30 per cent of the people have been observing the recommendations of the Food Administration Bureau. The public is now being exhorted anew, through the news and editorial columns of the patriotic press, to do as Mr. Hoover asks. By and by Mr. Hoover will have to stop asking and begin to order.

A systematic campaign of paid advertising, over Mr. Hoover's facsimile signature, would have accomplished what editorial exhortation has failed to accomplish.

And the Fuel Shutdown! What effect upon the purchase, distribution, local storage and consumption of coal would a paid advertising campaign, begun early last summer, have had?

The article referred to also said, "the ways in which they can

best serve should be told to those workers throughout the United States in some uniform fashion."

On February 1, 1918, before the Senate Commerce Committee, J. W. Powell, vice-president of the Bethlehem Shipbuilding Corporation, said: "The Government ought at once to organize and inaugurate a great campaign of education for American working men. They should be taught that success or failure in this great emergency is up to them. They need to be awakened to the seriousness of the situation."

As this is written, announcements are made from Washington that the week beginning February 11 is to be "Shipyard Volunteer Week," during which an effort is to be made to obtain 250,000 workers for the shipyards.

By now we all understand that ships are the keystone of our participation in the war. We have not nearly enough of them either built or in prospect. One reason why we have not is because of a lack of workmen. We are told that yards in which three shifts a day should be working are barely able to obtain one shift.

What effect upon this situation would an advertising campaign have had, if it had been planned, written and published last summer?

Every publication in the United States has printed virtually every word that it has been asked to print, as news, for the furthering of Government purposes. Every publication has printed editorial after editorial endorsing the Government's requests for public co-operation and exhorting the public to comply.

Does the layman inquire why all this printed matter has failed of the maximum possible accomplishment? The experienced advertising man can reply that the public has received all its messages from the Government (except those concerning the Liberty Loans, paid for by private subscription) at second hand. Newspapers and magazines have told their readers what their reporters

say that Government officials want the people to do.

When will the Government come to realize the power and dignity of advertising to convey its messages direct to the people?

Woven Goods of Paper in Germany

German weavers, on account of the lack of yarns of other material, are making increasing use of paper yarns, according to an Italian paper. It is expected that the paper yarns also will soon be requisitioned by the Government for the needs of the army. The consumption is so large that the mills cannot satisfy the demand.

An exhibition of yarns and woven goods of paper was opened recently at Chemnitz, Saxony. Various articles which are now being made from paper in Germany were exhibited.

Paper yarns were shown, raw and colored, of various sizes and for divers uses, such as yarns for knitting, for underwear, for lace making, etc., as well as articles made from these yarns, such as hosiery, gloves, underwear, cravats, suspenders, cord and twine of all sizes, etc.

There were also exhibited garments and objects of domestic economy made from woven goods of paper—shirts, handkerchiefs, scarfs, towels, clothes for children, aprons, women's purses, nets, bags, tablecloths, napkins, table covers, rugs, trimmings, etc. A special section contained articles obtained by utilizing particularly certain other textile materials as substitutes for cotton and wool—coconut fiber, the bark of osiers, hop tendrils, herbs from marshes, stems of nettles, peat, broom, etc.

The German Society of Manufacturers of Underwear, which has its seat at Chemnitz, arranged for the organization during the time the exhibition remained open of demonstrative lectures on the new applications all these substitutes have found in Germany in order to offer to the population products which are indispensable to domestic economy and which at present cannot be made with cotton or wool.

Fire Disables Anaconda "Standard"

The Anaconda, Mont., *Standard* had its printing plant put out of commission last week by fire. Until the damage can be repaired and new equipment obtained the paper will be printed at the plant of the Butte *Post*.

Scarborough With "American Magazine"

J. B. Scarborough, for three years in the advertising department of the *Chicago Tribune*, has resigned to join the western office of the *American Magazine*, New York.

From THE NEW YORK TRIBUNE

Two Billion For U.S. Ships Is New Plan

Building Programme Re-
vealed by Board's Re-
quest to Congress

\$701,000,000 Asked
For Fresh Contracts

—Every Dollar
of This
Money Will
Be Spent by
Men Who
Read and
Are Influ-
enced by

MARINE ENGINEERING

MAKE sure of getting a generous share of this
business by using the advertising pages of
MARINE ENGINEERING

THE ANNUAL SHIPBUILDING NUMBER will be
published in April. Start your contract with this
number, but make your reservation *now*. This number
will be of vast importance as reference, and your
advertising will stay alive for a long, long time.
Forms close 10th of month preceding date of issue.

SEND FOR DETAILED DATA AND SAMPLE COPY
NO OBLIGATION

ALDRICH PUBLISHING COMPANY
Printing Crafts Building, 461 Eighth Ave., N. Y. City

Member 448, Audit Bureau of Circulations

Where Shall Our Goods Be Sold After the War?

Production in Some Cases Has Increased 250 Per Cent and in Peace Times a Foreign Market Must Be Secured—New York Editorial Conference Studies Labor Problems

THE labor problem which is now looming up on the business and political horizon in threatening proportions was the principal topic of discussion at the meeting of the Editorial Conference of the New York Business Publishers' Association held on Friday. E. J. Mehren, editor of the *Engineering News-Record*, who had visited Washington a few days before, said:

"A man who goes to Washington returns home with a confusion of ideas, so many forces are at work, and so many questions are pressing forward for solution. The most important thing to-day is to recognize the philosophy of things that are coming. Out of the conflict of arms now being waged will arise a new order of things to which we must adapt ourselves. This country is approaching, in my opinion, the greatest crisis we have faced since the Revolutionary War. The fight we are waging for democracy is a fight for a democracy running down to individuals themselves.

"The demand of the working-man is that he shall have his part in the administration of the Government as it affects him. Capital and labor must seek a readjustment of their relationships. Perhaps a compromise position in which each will make concessions, will be reached. Far-seeing observers declare that the workers should have a voice in the management of the industries in which they are employed. Labor leaders are on edge. The stroke may not come this year, but it is morally certain that a great socialistic change will soon take place."

William H. Taylor, of the *Iron*

Age, who followed Mr. Mehren, continued the discussion by saying: "A democratic form of government is a fine thing to live under but a poor thing to fight under. What is going to happen after the war ends is a mighty important matter to all of us. I know of a town in which the capacity of the manufacturing plants has been increased 250 per cent to take care of Government contracts for their products. What is to be done with these plants and hundreds of others when peace comes? We cannot consume all the goods we produce and therefore must find an outlet in foreign markets.

"The labor situation is alarming. On the Pacific Coast ordinary laborers are paid \$2 to \$2.50 a day. In Japan, a few thousand miles across the sea, workmen are paid 40 cents a day, and in China 25 cents and even lower. India, with its 325,000,000 inhabitants, pays its laborers only a few cents a day. The average wage in Russia is less than 60 cents, in Germany, 95 cents, and in England under war conditions one dollar or a little more.

"How are we going to compete with the manufacturers of those countries who can command an unlimited supply of cheap labor? Will we not soon be compelled to let down the bars against Japanese, Chinese and other peoples in order to secure workers to till our farms and man our factories and shops? The situation is certainly serious and we ought to give it our earnest attention. We ought to be in a position, when the end of the war comes, to meet the competition of all nations squarely and fairly; but we cannot unless we have made adequate preparation to do so."

Death of Elijah Stites Fairchild

Rev. Elijah Stites Fairchild, an associate with the Fairchild Publications, Chicago and New York, died at his home in the former city on February 7, aged eighty-four years. Mr. Fairchild retired from the ministry seven years ago to enter the textile publishing business.

Over There

THEY are doing their bit, and while we cannot be with them at the front, we can still do our best to keep business humming and thereby support those left behind to enable them to send supplies to our brave boys Somewhere in France

OUR BUSINESS IS Printing and Binding

without which it would be very difficult to get along. We are doing our bit in this line to assist the merchant and the purchaser

While not bread, meat, coal or sugar, **PRINTING** is quite as important, and you will find the best in Color Printing, Catalogs, Booklets or Publications at the

Charles Francis Press

Printing Crafts Building Telephone 3210 Greeley
461 Eighth Ave., 33d to 34th Streets, New York

THE BIG FIVE

PROGRESS

THE IRON TRADE REVIEW

Net gain in advertising, 1917 37%

Net gain in paid circulation, 1917 16%

DAILY IRON TRADE and METAL MARKET REPORT

Net gain in advertising, 1917 27%

Net gain in paid circulation, 1917 43%

THE FOUNDRY

Net gain in advertising, 1917 17%

Net gain in paid circulation, 1917 6%

POWER BOATING

Net gain in advertising, 1917 1%

Net gain in paid circulation, 1917 36%

THE MARINE REVIEW

Net gain in advertising, 1917 72%

Net gain in paid circulation, 1917 70%

THE PENTON PUBLISHING CO.

Penton Building

CLEVELAND

ALSO PUBLISHERS

ABC of IRON and STEEL PENTON'S FOUNDRY LIST THE GREAT LAKES RED BOOK

NEW YORK—90 West Street

CHICAGO—Lytton Building

PITTSBURGH—Oliver Building

WASHINGTON—Metzerott Building

BIRMINGHAM, ENGLAND—Prince's Chambers

LIFE'S Easter Annual, March 21st issue, will not be a special number as special numbers are known in the advertising world. It will be an "extra value" number on account of increased size and increased sales.

LIFE does not believe in special numbers for the purpose of deriving additional advertising revenue only.

Color forms now on press, 50% increase over Easter Annual last year.

Black forms close February 26th to March 1st.

Please ship all plates special delivery mail only.

Gee. Bee. Are.

LIFE'S Advertising Manager, 31st St., West, No. 17, New York
B. F. Provandie, Western Mgr., Marquette Bldg., 1537, Chicago

Seeks Information in European Press Upon German Trade Conditions

U. S. Bureau of Foreign and Domestic Commerce Will Issue a One-Hundred and Fifty Page Report

THE U. S. Bureau of Foreign and Domestic Commerce will shortly publish a report upon German trade during the war, and German preparations for trade after the war. It will be entitled "German Trade and the War" and the author is Chauncey Depew Snow, since 1911 one of the Bureau's European trade specialists. Mr. Snow spent six months in Germany in the capacity of a commercial agent or traveling investigator in 1914 (having been in Germany on this mission when the war broke out, and is now Assistant Chief of the Bureau of Foreign and Domestic Commerce. He has been assisted in the compilation by J. J. Kral, translator and statistician, of the research section of the Bureau who has likewise visited Germany.

This public document on "German Trade and the War" will, in effect, take up the subject where the volume entitled "German Foreign-Trade Organization" left off. The latter report was published last year as No. 57 of the Miscellaneous Series of the Bureau of Foreign and Domestic Commerce. That report did not carry the study of the German business structure beyond the outbreak of the world war, except in one brief chapter on "preparations for the future."

It is in response to a considerable number of letters of inquiry from American business men that this branch of the Department of Commerce now plans to supplement, by means of some 150 pages of printed matter, its earlier digest of German methods of trade promotion and cultivation of foreign markets. These inquiries from business men have been mainly along two general lines. On the one hand there has been curiosity as to just what has been happening within industrial Ger-

many since the outbreak of the war. Is there any truth, for instance, in the rumors that have come to business America of an energetic Germany piling up huge reserve stocks of merchandise to loose upon the markets of the world after the war? On the other hand, there have come from the same general source, questions as to just what preparation German business interests are making for trade at home and abroad after the war.

WILL GIVE INFORMATION COMPLETE

Perhaps some of the American manufacturers who have written to the Bureau of Foreign and Domestic Commerce have, as a result of the disclosures in "German Foreign-Trade Organization" of the support given German business by the German government, expected that their inquiries would draw forth confidential information that would serve as quiet "tips" to guide them, individually and specifically, in their contact with Teuton competition. From a recent conversation with Mr. Snow, however, a PRINTERS' INK representative gathers that there is no foundation for such an impression. He would not encourage any business man to suppose that he could, by writing to the Bureau, obtain any light upon this subject that will not be shed by the forthcoming report. In other words "German Trade and the War" will relate all that this institution has to tell regarding our antagonist.

While the report now in press will be somewhat detailed, the department will forestall disappointment on the part of the business public by issuing this work essentially as a compilation of matter that has already appeared in print in other languages. Not only will there be no original

No. 2 of a Series

WHAT BANKERS SAY ABOUT

Successful Banking

Benton Harbor, Mich.

Dear Sir:

I think it will be of interest to you to know that I have received from several different sources in widely different parts of the country inquiries regarding the Financial Advertisers' Association, and referring to my article in the November number of *Successful Banking*.

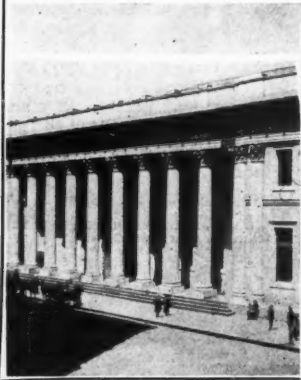
This shows that your magazine is being read and that the readers seem to think that an institution accorded the courtesy of space in your magazine is worthy of investigation.

Yours Very Truly,

M. E. HOLDERNESSE, *President,*
Financial Advertisers' Association.

(Also Assistant Cashier of Third
National Bank, St. Louis, Mo.)

Attention is commanded—
—prestige is gained, by advertising in *SUCCESSFUL BANKING*. For $\frac{3}{8}$ cent per man you can get a full page ad in two colors before the official who actually does the buying of equipment and supplies and who supervises the accounting work in every one of the 22,000 best banks—\$100,000 deposits and over—in the United States.



recommendations for American traders but for virtually every statement made warrant will be found in prior publications.

In their painstaking digest of the world's press for this summary, Messrs. Snow and Kral have drawn on Italian, Swiss and Russian sources. Scandinavian publications have been subjected to the extraction process, as have likewise French and British. All this, in addition to and as a check on such information as has come out of Germany in the German press.

Mr. Snow's only comment on the recent rumors and reports of a far-flung American system of American espionage, by Commercial Attachés and Commercial Agents, with an elaborate commercial frontier patrol around Germany and all the paraphernalia of sleuthing and spying and grape-vine circuits and underground routes, is that it is all bunk and shows a lack of appreciation of the diplomatic and commercial standing of American Commercial Attachés and Commercial Agents. These agents and attachés are the accredited representatives of our Government. Mr. Snow is very skeptical of the benefits of gumshoe work in trade, and suggests that while the Government continues to pay intelligent attention to trade developments in Germany as in other countries, and has many special trade reporters in foreign countries, there is no reason for hysteria on the subject: when it comes to espionage of any kind, we are certainly not forced to follow the German lead.

In the forthcoming report, Germany's new-found substitutes for almost everything under the sun will not be overlooked. Some dividend figures will be shown to indicate how German industries have fared since war came, and two whole chapters will be devoted to Germany's preparations for the future—especially in connection with the "Middle Europe" scheme—thereby answering the many questions that have come to Mr. Snow's desk.

"In No Other Large City in the Country Does a Single Newspaper Stand So Indisputably Supreme in Every Respect As Does the Journal in Milwaukee."

Supreme in Circulation

with a constantly growing circulation which now exceeds 120,000, and equals that of the other four afternoon newspapers combined. Read in more than 85% of the English speaking homes of Milwaukee, the choice of practically every Milwaukeean who can reasonably be considered a prospect for advertised goods.

Supreme in Advertising

Publishing in 1917 a total volume of advertising that exceeded the combined lineage of the third, fourth, fifth and sixth Milwaukee newspapers. Registered the highest percentage of gain during 1917 of any important American newspaper. Eighth in volume of gain. Ninth in volume of national advertising.

A Supremacy Built On the Rock Foundation of Superior Merit

A supremacy that has been earned by publishing a newspaper that ranks as one of the best examples of clean, progressive American Journalism. Possesses the most complete telegraphic news service of any newspaper in the country. News facilities include the services of the greatest New York and Philadelphia newspapers. Prints the cream of the features afforded by the leading feature services. Famed for its aggressive and independent editorial policy.

No national advertiser can afford to overlook Milwaukee, City of Prosperity. Milwaukee and many of the wealthy communities of Wisconsin are covered, completely and effectually by a single newspaper.

SUPREMACY IN MILWAUKEE

DOMINANT IN WISCONSIN

THE MILWAUKEE JOURNAL

Foreign Representatives
O'MARA & ORMSBEE, Inc.
New York and Chicago

H. J. GRANT
Business and
Advertising Manager.

Here's a Campaign for Wooden Shoes

There's a Market for Them in This Country, as One Advertiser Has Found Out

"KEEP Your Feet Warm. All-Wood Shoes, and Wood-Sole Leather-Top Shoes and Boots, in all sizes, for Men, Women and Children."

This is not a translation of an advertisement from a German paper, proving the straits into which a war-harassed people has been forced. It did not come from France, either, although wooden shoes are worn there, as

ing use of wooden-soled shoes.

The advertisement quoted above, occupying an inch of space two columns wide, in the Cincinnati *Enquirer*, has brought a fair amount of business to Phil Emrich, the advertiser, who retails the lines of wooden shoes briefly referred to in it. Mr. Emrich has for some years been a manufacturer, jobber and retailer of materials and supplies for the tannery trade, and it is through this business that he began to sell wooden shoes. Rough wooden clogs, he explains, have been worn by tannery laborers almost from time immemorial, as their work



KEEP YOUR FEET WARM.

All-Wood Shoes, and Wood-Sole Leather-Top Shoes and Boots

In All Sizes, for Men, Women and Children

PHIL EMRICH, 824 Main St. Cin. O.

THIS ADVERTISEMENT, ONE INCH DEEP ACROSS TWO COLUMNS, HELPS SELL WOODEN SHOES



well as in Germany and other European countries. In fact, this little advertisement was not published in Europe at all, but in the United States; and while, perhaps, it has a comparatively limited appeal, the fact that wooden shoes are now a commodity worth advertising has its interest, if only as an illustration of the effect of the war on leather and shoe prices.

Heretofore, of course, wooden shoes have been more of a curiosity than an article of dress with the vast majority of Americans; and even with workers requiring heavy, waterproof shoes, on account of the nature of their employment, wooden clogs have been employed only to a limited extent. It is a fact, however, that since sole leather soared to hitherto unknown heights on account of the demand for that commodity for use in millions of pairs of Army shoes, work shoes with soles of triple thicknesses of good leather have become more expensive than laborers employed at a comparatively low wage could afford; hence the increas-

is on wet floors, on which leather shoes, even of the best, soon become soaked, besides being subject to deterioration from the chemicals used in the tanning process.

This business, handled in the course of supplying other demands from the tanners, amounted to very little, but it served to suggest the possibility of sales of wooden or wooden-soled shoes to men in other industries requiring moisture-proof footwear during working hours, and manufacturers were found making shoes with a thick sole of wood and a heavy leather upper. A good sale of such shoes has developed, principally to laborers working in the wet, either outdoors or indoors, as far as the men's goods are concerned. The advantages of the wooden-soled shoe are that it does not admit moisture, and that thus, while it is not comfortable to tender feet, it is warmer than a shoe soled with a low grade of leather.

The advertisement has been effective in directing the attention

(Continued on page 101)

Five Million People

Live in the Suburbs of New York

THE suburban territory surrounding New York City is the most populous, the most prosperous and in all respects the most important suburban area in this continent. Each one of these suburbs is a community of *homes*, and each one is a distinct and separate place by itself, with its own locality interests, its own local community spirit, and its own local newspapers.

The suburban newspapers are real locality publications. They are *home* newspapers and welcome visitors to all members of the family circle. They are of unusual interest to all because they deal with home affairs. They contain, among other things, the news of the churches; of the various local associations and societies, and they register social, political, business and other happenings of their communities. Newspapers of this class are always closer to their readers than any other kind. Advertisers using their columns get the benefit of all this.

The average shopping needs of the suburban home are far greater than those of the average city dwelling place. The average suburban family buys more goods than the average New York family, because as a rule it is a larger family and needs more room. Here is a real home to live in, instead of a flat to merely exist in. Here there is usually a piece of ground for the children to play in and a garden in which to raise vegetables, flowers, and fruit, as well as space and facilities for sports and pastimes. All these things emphasize the importance of the suburban family as a customer. The best way in which to reach these suburban families is thru the advertising columns of their own local home newspapers.

For advertising rates and other information concerning
New York suburban daily and weekly newspapers, address

O'Flaherty's New York Suburban List

225 West 39th Street, New York

Bryant 6875-6-7-8

1917

For the first three
months of 1917—
as for the entire
year of 1917—
Today's Housewife
had the largest
advertising in-
come in its entire
history up to that
time —————

Today's Housewife

1918

For the first three
months of 1918

Today's Housewife
is 15% ahead of
the same period
in 1917 — also
ahead of any
three correspond-
ing months in its
entire history —

Built to Endure

A Tractor Audience Worth While

¶ Advertising space is now being reserved for the 1918 COOPERATIVE TRACTOR CATALOG. An International Trade Circulation of 15,000 copies is guaranteed.

¶ The COOPERATIVE TRACTOR CATALOG was first published in 1916, and is the pioneer tractor authority. The 1918 edition will be compiled under the supervision of Howard E. Everett, power farming editor of the Implement & Tractor Trade Journal, and Hal Clark, head of our service bureau, and until recently connected with the service and advertising departments of one of the largest tractor manufacturing companies in the United States.

¶ Complete specifications will be given of every tractor made, as well as a wealth of data concerning tractor accessories and tractor driven and operated machinery

¶ The COOPERATIVE TRACTOR CATALOG reaches tractor dealers, manufacturers and distributors generally. It is also given an important foreign circulation. Agricultural bureaus of every farming country in the world have received copies. Copies of the 1918 edition have been arranged for by importers and exporters throughout the world.

¶ *It is the encyclopedia of tractordom.*

¶ Copies of the 1917 COOPERATIVE TRACTOR CATALOG will be sent to those not acquainted with the merits of this book.

PUBLISHED BY

Implement & Tractor Trade Journal

Kansas City Omaha Minneapolis

General Offices:

Kansas City, Mo.

New York Office, FRANK M. DAMPMAN
205 Postal Telegraph Building

of some men who never before wore such shoes to their usefulness, Mr. Emrich reports, and has brought about a steadily increasing volume of sales from this source.

An even more interesting development along this line has been the sale of wooden clogs, as well as of wood-soled shoes, to women working under conditions where wet feet are bound to result from shoes that are not waterproof. Scrubwomen and laundry workers furnish the principal market for these shoes, it seems. They discard their street shoes while at work, using their wooden footgear to keep their feet dry.

There is, besides, a fairly steady sale of small wooden clogs for children. This results neither from industrial conditions nor the high price of leather, nor can it be blamed on the war. The shoes are used as accessories to Holland costumes for theatrical or fancy-dress purposes. Dutch dances are popular both at regular theatrical performances and among amateurs, and wooden shoes are indispensable in their execution. As long as their wear among children is confined to this purpose, there is little room for uneasiness at deterioration of American living conditions.

There appears, however, judging by the experience of this dealer, and from the fact that he finds it profitable to advertise wooden shoes for wear under certain industrial conditions, to be a real market for them, especially among men who cannot afford a shoe with a heavy sole of leather at present prices. Farm laborers, dairy, laundry and tannery workers, and others employed under similar conditions, have found shoes with wooden soles useful; and the wear of such shoes may be expected to increase among men so employed.

The advertising account of the Strom Bearings Company, formerly the U. S. Ball Bearings Manufacturing Company, of Chicago, has been placed with the Carl M. Green Company, Detroit.



Preparing for Spring Seeding—disking and harrowing with a tractor.

food will win the war

And the tractor is winning the food.

Without the tractor, enormous man power would be chained to the farm, and army and industry would suffer.

With the tractor, the power farmer is filling the breach and reaping just profits.

Power Farming is teaching thousands of new tractor owners efficient management—new ways to produce more at less unit cost.

Its readers are a self-selected group of prosperous, progressive business men.

In buying power they have equalled three times their number of average farmers. In war-time their profits are increasing much faster than the average.

Power Farming covers this essential market at a lower cost than any other publication or combination.

Proof of its circulation has been available for years. Proof of the wealth of its circulation—and its responsiveness—is yours for the asking.

POWER FARMING

St. Joseph, Michigan

Member A. B. C.

NEW YORK—

Barnhill & Henning

23 E. 26th St. Telephone: Mad. Sq. 5064

CHICAGO—

Frank W. Maas

Marquette Bldg. Telephone: Randolph 5527

Copy That *Makes* Them See It

Getting the Idea Across in a Way That Prints a Picture on the Reader's Mind, Whether He Will or Not

By Robert R. Updegraff

HAVE you not had the experience of going into the office of some advertising manager or agency man and having him tell you about some wonderful advertisement he was getting up for Blank's Thisorthat? And have you not grown quite enthusiastic over the advertisement as he painted a word picture of it, and perhaps showed you the first rough draft of the copy? And then have you not often experienced disappointment when you ran across that advertisement later

was all polished out of it. Plenty of good copy is ruined that way, sometimes through the fault of the man who wrote it, but probably more often through the fault of the man or men with the power of O. K.

As an illustration, a friend of mine had charge of the publicity for the Second Liberty Loan in a certain city. He wanted to take a good wallop at the procrastinators who had "meant" to buy a bond during the first campaign, and had not, and would probably slide through the second campaign the same way, with the best intentions in the world, but no definite action. So he wrote an advertisement head, "Hell Is Paved With Good Intentions. Are *You* a Paver?" The committee shook their heads over it. "Hell" would never do. They liked the idea, the *picture* that heading brought up, but it would have to be tempered a little before the committee would dare sign it.

FIG. 1—AN IDEA IS HERE EXPRESSED IN PICTURE FORM

in the newspapers or magazines, on the boards or in the street cars?

Your friend had the picture in his own mind, and he succeeded in getting it across to you. But when he had finished with the advertisement, while his picture might be in the advertisement, for all to dig out who had the time or the inclination, the advertisement fell short of *making* the reader see the picture, whether he would or not.

Sometimes it is the fault of the copy. The copy that was written while the idea was hot, the copy that you saw, was, perhaps, afterwards "polished" until the picture

My friend knew that in advance; that is why he used "Hell" in the first copy—so he could come down to the more genteel "Hades" when redrafted. So he wrote it over with this as a heading, "The Road to Hades is Paved with Good Intentions. Are *You* a Paver?" Some of the committee approved it as revised; some liked it, but—Well, you know committees, and you know about what happened: The advertisement as published was headed, "You've Been Intending to Buy a Liberty Bond. Have You Done It?" Whether or not that is a good heading is no part of the present consideration. The point is that the picture was pol-



In Size

Napoleon Was Smaller Than Other Men

BUT his power of accomplishment has been approached by few.

IT DETERMINED the action of millions, and was the one compelling force that held together and molded into an invincible machine that inchoate mass, the French Revolutionary Army.

THE GREEKS at Marathon, the "Forty-Seven Ronins" of Japan, Crockett and his little band at the Alamo, all have demonstrated the superior effectiveness of small bodies, trained for special service, over much larger aggregations with diffused objectives and loosely correlated parts.

THE FOCUSED AIM of business papers, the single goal toward which their every constituent part is trained, their every ounce of strength exerted, gives them unusual advertising power, dollar for dollar and page for page.

THE CLASS JOURNAL Publications confine their efforts to very definite fields, which they cover completely. Correctly used, in accordance with their well understood objectives, these journals are practically certain to accomplish the advertiser's purpose.

MOTOR AGE

MOTOR WORLD

- AUTOMOTIVE INDUSTRIES •
- EL AUTOMÓVIL AMERICANO •

COMMERCIAL VEHICLE

MOTOR BOAT

The Class Journal **PUBLICATIONS**

The Class Journal Company

239 West 39th Street

New York City

Mallers Bldg.

Chicago

ished away. The reader of the advertisement as revised could take it to himself or not, as he chose; had the copy gone through in its first form, the reader would have *had* to take it to himself. So it is with many an advertisement: the picture is there to start with, but it is "polished" out.

But it isn't always the copy that is at fault. Sometimes the idea calls for a picture and the artist fails to get your picture across in his interpretation of your message or idea. Sometimes that is your fault, and sometimes the artist's.

However, the real trouble is frequently deeper than either of

train and showing the observation platform, with perhaps a dash of scenery on either side, and, below, a be-adjectived description of just what the traveler passed through on the way to Philadelphia. Whoever prepared this advertisement was not taking any chances on people seeing the scenery through his adjective-glasses; he was going to *make* them see it, whether they would or not. So he started them out from the New York side (Woolworth Building, Municipal Building, etc., in the background for atmosphere) on a Jersey Central ferry swept them around in a graceful curve on the Hudson and

plunged right down the river, past the giant liners at their piers on the Hoboken waterfront, and past the Statue of Liberty. And then he put the readers onto a Jersey Central train and sped them through six or seven kinds of scenery and finally into the station at Philadelphia.

That advertisement led one man whom I know to take the



FIG. 2—THE RECIPE IS ALL CONTAINED IN THE ILLUSTRATIONS

these reasons. It is not always so much a matter of the mechanics of the advertisement as it is the lack of a *fundamental graphic idea*. But it is not enough to have a graphic idea; it must be *expressed graphically*. The advertisement of the New Jersey Central Railroad (Fig. 1) is a good example of a graphic idea graphically expressed. Plenty of advertising men could have written the line, "Like Passing Through the Pages of a Picture Book," but how many of us would have imagination enough to "put it over" as this advertisement does?

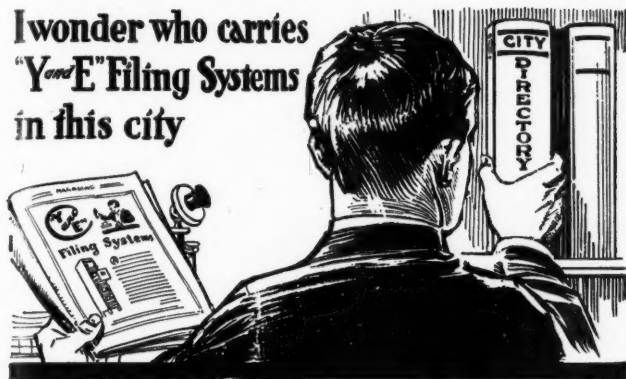
The common or garden method of producing this advertisement would have been to show an almost head-on picture of the train speeding along the track toward the reader, or else reversing the

Jersey Central the very next time he went to Philadelphia, when he had always been accustomed to riding on the Pennsylvania.

The advantages of Aunt Jemima's Pancake Flour might be, and indeed are, stated in these words: "The sweet milk is already in the flour—do not add any. Do not add eggs—the flour has such a rich flavor you need no eggs. Just add water and you have pancakes that are noticeably delicious." That is a fairly condensed statement—containing only thirty-eight words—of the advantages claimed for this flour, as well as directions in brief for mixing the batter. But the Aunt Jemima Mills Company was not going to take any chances on people *discovering* these advantages set forth in type, especially at a

(Continued on page 109)

I wonder who carries
"Y and E" Filing Systems
in this city



That's the point exactly—

THE Directory of any community is really the Buyers' Guide of that community. It is more than a catalog of people; it is a reference book of business and buying information.

Every day people are referring to its advertising section (carefully classified for easy reference) for information as to where to go to buy something they need or want.

That's the critical moment when they are looking for you! And every dollar's worth of "reference advertising" you have in force helps immensely to increase the productivity of your "creative advertising."

If you have selling agencies in various cities, make sure that your advertisement appears under the proper classification in the advertising sections of the Directories of those cities. You will be very much surprised to find how reasonably you can do that. Send us your list of cities and we will gather rates and information for you.

ASSOCIATION OF AMERICAN DIRECTORY PUBLISHERS
87 Third Ave., New York City

GENERAL ORDER OF ADVERTISING CLASSIFICATION

Advertisements are grouped according to the product advertised and these general classifications are arranged to appear in the order shown below.

See the Buyer's Classified Index near back cover for complete list of the products advertised in The Iron Age.

PRECEDING THE READING PAGES

IRON and STEEL
Generally classified under *Steel Products*

FIG IRON, COAL, COKE, FIREBRICK, RE-
FRACTORIES

FERRO-ALLOYS
BRASS, COPPER, NICKEL, SILVER, TAD-
BUTT, ALUMINUM, ZINC, SPECTER AND
OTHER NON-FERROUS METALS

FORGINGS
Iron, Steel, Drop, Brass and Copper

CASTINGS
Steel, Malleable, Gray Iron, Non-Ferrous, Die

DIE, FIG. TOOL, FIXTURE WORK and
GAUGES

STAMPING, PRESSED METAL WORK
SCREWS, SCREW MACHINE PRODUCTS

BOLTS, NUTS, RIVETS, WASHERS, NAILS,
SPIKES

SPRINGS
Wire Springs and Parts

WIRE
Wire Cloth, Wire Fences, Wire Screens, Wire

ROPE, etc.
FIBERED METALS

PIPE, TUBING
in Kinds

GRADES
BEARINGS

Roll and Roller
BUSHINGS

ELECTRIC APPARATUS
Motors, Generators

TRANSMISSION MACHINERY
BELTING, BELT FASTENERS, DRIVING

CHAINS, WIRE CHAINS
MATERIAL HANDLING MACHINERY AND
APPARATUS

Conveyors, Elevators, Coal Buckets, Cranes,
Hoists, Industrial Railways, Factory Trucks,
Motor Trucks

POUNDRY MACHINERY, EQUIPMENT and
SUPPLIES

FURNACES, OVENS, Air Kinds
POWDERED COAL and EQUIPMENT

INDICATING and RECORDING INSTRU-
MENTS

Pyrometers, Thermometers, Moisture Controllers,
WELDING MACHINES, APPARATUS, OXY-
GEN, WELDING

GALVANIZING, RUST-PROOFING, SHER-
ARDIZING

Paints, Lacquers and Enamels
METAL TREATING

Cold Hardening and Tempering
ENGINEERS

STRUCTURAL WORK, TANKS, BRIDGES,
BUILDINGS

FACTORY and MILL EQUIPMENT
Factory Hoists, Shovelers, Locomotives, Clinkers, Dies,
Steel Stamps, Chisels, Goggles, Scales, Saw
Sawing, Lifting, Hoisting, Ventilating
Apparatus, Safety and Security Appliances,
Hoisting, Bulk Operating Devices, Flaming,
Cutting, Oil, Others, Oil Pumps, Forges, etc.

READING SECTION

FOLLOWING THE READING PAGES

MACHINE TOOLS
Arranged in following order:

Drilling Machines, Lathe, Automatic Slows,
Machining, Machine for Boring, Planing,
Shaping, Milling, Grinding

GRINDING WHEELS
Wheel Dressers, Abrasives, etc.

CUTTING OFF MACHINES
SAWS

All Kinds
TWO DRILLERS, REAMERS, TAPS, DIES,
MILLING CUTTERS, SCREW CUTTING

TOOLS, etc.
CHUCKS, TOOL HOLDERS

FILES, WRENCHES, VISES, ANVILS
ELECTRIC and PNEUMATIC TOOLS

PIPE THREADING and CUTTING MACHIN-
ERY

WIRE WORKING and FORMING MACHIN-
ERY

BOLT, NUT, NAIL, RIVET and SCREW MA-
CHINERY

RIVETERS, PUNCHES, SHEARS
SHEET METAL WORKING MACHINERY

PRESSSES
For stamping and blanking

FORGING, Hydraulic
HAMMERS

Power, Steam, Drop
ROLLING MILL MACHINERY, ROLLS

Machinery for Steel Wire, Tube, Plate, etc.
POWER PLANT EQUIPMENT, APPLIANCES

and SUPPLIES
Boilers, Pumps, Engines, Air Compressors,
Gas Producers, Fuel Oil, Steam and Power
Generators, Factories, Mills, Lumbering Ma-
chines, and Lubricants

CLEARING HOUSE SECTION
Contains the Largest Selection of Used Ma-
chines, Materials and Equipment

WANTED SECTION
A Place Where Buyers Advertise Their Re-
quirements

BUSINESS OPPORTUNITIES SECTION
Opportunities to Buy or Lease Factories, etc.

Boards of Trade Organizations, etc.
THE WEEKLY MEETING PLACE OF THE
EMPLOYER and EMPLOYEE

For Help and Situation in cases of
PROFESSIONAL ANNOUNCEMENTS

Of Engineers, Chemists, Metallurgists
CONTRACT WORK SECTION
Market Place for the Disposal of Surplus
Manufacturing Capacity

BUYERS' CLASSIFIED INDEX
Where all materials and products adver-
tised are classified under their proper
ALPHABETICAL INDEX OF ADVERTISERS

About 1800 names of regular advertisers

THIS WEEK'S ANNOUNCEMENT

"The insertion of a general order of advertising classification on page 3 is of distinct benefit" says the Advertising Manager of the Carnegie Steel Company.

THE IRON AGE, published Thursdays of each week by The Iron Age Publishing Company, 219 West 26th Street, New York City.
Advertising Manager, C. A. Burr, 219 W. 26th Street, New York.
New England Manager, D. C. Warren, 219 W. 26th Street, New York.
New York Manager, J. J. Smith, 219 W. 26th Street, New York.
Philadelphia Manager, H. H. Roberts, Room 1200, Trust Building, Philadelphia, Pa.

Iron Age Publishing Company, 219 West 26th Street, New York City.
Printing Manager, W. B. Bannister, 219 West 26th Street, New York City.
Business Manager, F. S. Warren, 219 West 26th Street, New York City.
Public Case Manager, W. A. Dwyer, 219 West 26th Street, New York City.

Always
on page 3
of
The Iron Age

"You will find it in The Iron Age"

How frequently that statement marks the conclusion of a wearisome search for some item or material used in the iron, steel, foundry, machinery or metal-working industries.

In THE IRON AGE you will find advertised everything required in this great field—every kind of machinery and equipment, raw materials, finished products, parts, and even the plant itself.

THE IRON AGE is the buyers' encyclopedia—one that must be referred to daily in thousands of metal-working plants.

For the Convenience of the Subscriber

we have arranged this general advertising classification so that he may readily refer to the particular subject in which he is interested. Thus, in addition to the advertising and general publicity value of the sales message, the manufacturer gains the benefit of being represented in a great, up-to-the-week directory.

THE IRON AGE

(Member Audit Bureau of Circulations)

**239 West 39th Street
New York**

How They Look—What They Wear

is so vastly important to young people at "SEVENTEEN"—so true to life—as to be successfully dramatized in New York for your amusement.

Doesn't this strong, natural preference—characteristic of this immense class—suggest potential advertising possibilities for your *profit*?

Every week 200,000 young folks read

Young People's Weekly

known collectively with Boys' World and Girls' Companion as

'COOK'S WEEKLY TRIO'

reaching over a million boys and girls.

David C. Cook Publishing Co., Elgin, Ill.

WESLEY E. FARMILOE, Advertising Manager

Barnhill & Dempers,

Archer A. King, Inc.,

Sam Dennis,

23 East 26th Street, New York

Peoples Gas Building, Chicago

Globe-Democrat Building, St. Louis

ADVERTISING MEN

One of the recognized leading publications in the automobile field has openings in the Central States for two young solicitors, preferably of the college type, those who have had to hustle. Some selling experience desired. Straight salary and expenses figured on percentage basis, giving you the chance for increased salary by increased business. Opportunities are here for those who can work. Write for appointment, giving briefly your qualifications for position.

Address

"WESTERN MANAGER," c/o Printers' Ink,
1720 Lytton Building, Chicago.

time when both milk and eggs are very expensive; they were going to *make* people see them. How they did it is illustrated by Figure 2, cut from a full-page advertisement. Get the picture: No Milk (cross that off); no eggs (cross them off); simply add water to Aunt Jemima's Pancake Flour and you have a plate of steaming, and most tempting-looking pancakes. Your mind fills in the cooking part readily enough. [Since writing this I have made the discovery that in my own home a change

was made recently from another pancake flour to Aunt Jemima's, purely on the strength of that picture, which my wife saw in one of the magazines and remembered when she went marketing.]

That idea may seem simple enough to make graphic—to photograph on the casual reader's mind—but suppose you have an automobile to advertise and one of its chief claims to merit

is that it saves gasoline. It is all right to say that your automobile "under practically all conditions of driving delivers *more mileage* per gallon of gasoline than any other car the same size." But somehow that doesn't sound very convincing, after you have written it. Do not many other car manufacturers boast about their low gasoline consumption? Is that not almost a stock sales argument among the salesmen of medium-priced cars? You may even go on to say that "The average dollar for fuel delivers *less than fifteen cents' worth of ride*—85 cents is burned up in

friction, dead weight and complicated mechanism—35.9 per cent is wasted in cooling the motor alone." In fact, you may go on and elaborate to the extent of giving the weight of the average radiator, and of the rest of the 177 water-cooling parts.

But does anything flash the message so graphically, and with such convincing force as the picture of those 177 water-cooling parts in the Franklin advertisement (Fig. 3)? After one glance at that picture you must forever carry it in your mind when you buy a car.

And if you are a motor fan or interested in the purchase of a car, you will be quite likely to jump from the picture up into the text and get the convincing presentation of facts contained therein. But whether you do that or not, you have to see the picture.

Figure 4 is from another Franklin advertisement, employing the more conventional graphic method of demonstrating facts.

It was part of a large newspaper advertisement; in a space $2\frac{1}{4} \times 4\frac{1}{4}$ inches it shows the saving on gasoline, the saving on tires, and the used-car value of the Franklin as compared with the value of the average water-cooled car after a period of use. This kind of a graphic presentation talks to some people and not to others; the picture in Figure 3 comes nearer flashing its message to all minds and printing itself there.

A kitchen cabinet has a big message for women, but it is a rather hard message to "get across" graphically, as you will

Don't Blame it All on the High Price of Gasoline

THE COST of running the average motor car is nothing even the casual motorist should know. The average dollar spent for fuel delivers for him 15 cents worth of ride—85 cents is burned up in friction, dead weight and complicated mechanism—35.9 per cent is wasted in cooling the motor alone.

The 177 water-cooling parts add weight. The Franklin automobile, under practically all conditions of driving, delivers more mileage per gallon of gasoline than any other car of the same size.

money for maintenance, for wear and tear.

The Franklin automobile, under practically all conditions of driving, delivers more mileage per gallon of gasoline than any other car of the same size.

This is a matter of common fact and common sense. The Franklin automobile, under practically all conditions of driving, delivers more mileage per gallon of gasoline than any other car of the same size.

The Franklin automobile, under practically all conditions of driving, delivers more mileage per gallon of gasoline than any other car of the same size.

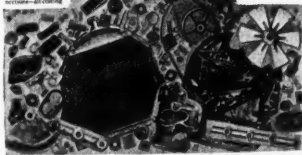


FIG. 3—IN ITS ORIGINAL SIZE THIS ADVERTISEMENT SHOWED VISUALLY THE 177 WATER-COOLING PARTS IN THE FRANKLIN AUTOMOBILE

know if you have ever tried it. What shall we say about our cabinet, and how shall we say it? What is the mission of a kitchen cabinet, anyway? To help women. It helps them by concentrating their tools and materials close at hand. It almost *hands things out to them*, so conveniently is it arranged. There's your headline: "A Hundred Helping Hands!" Good! That is a graphic idea. But the danger lies in stopping

there. The idea is graphic in itself, if people will take the trouble to read it, and then form their own picture. But it is somewhat difficult to picture a kitchen cabinet with a hundred hands reaching out without making it seem very confused and confusing, and as though the hands would all get in each others' way, and that is the picture the reader is apt to make for herself. Whoever prepared the advertisement for Coppes Bros. & Zook was not going to take any chances. He worked out the idea graphically by using a border (Fig. 6) in which twenty-four hands are made to give the impression of a hundred, and yet each is separate, *each looks helpful*, and there is no appearance of confusion or crowding. The reader *must* see the idea the way the writer intended she should.

The idea of making things graphic by using a map is rather old, but if well handled it is nearly always effective. Perhaps one of the most unusual, and most effective, illustrations is the Overland advertisement (Fig. 5). The

headline of the advertisement, "Go! See! Do! Everything—Everywhere!" has little force by itself, even though peppered full of exclamation points, but with the great double-spread map above it and the touring party in the automobile, it suddenly becomes full of life and force. You *must* get the message of that advertisement. It is graphic. Its one weakness as an advertisement for the Overland automobile is that,

unlike the advertisement for the Franklin car, almost any other make of automobile could be substituted, so far as the general effect of the advertisement is concerned. If you are interested enough to read the copy, however, you get a distinctly Overland slant on the whole idea.

This business of being graphic is not simply a matter of using trick pictures, though. It is based on *graphic thinking*. Graphic ideas there are in almost every business or product, and yet how few of them, comparatively speaking, do we

advertising men dig out? As a rule they do not grow on the tops of mahogany desks—nor yet of oak desks. They are very likely to spring at you when you least suspect their presence. When you are describing a product or a business to some of your friends or your family you frequently use ideas so graphic that they fairly shout at you for attention as advertising ideas. Sometimes you use them in jest, or as outlandish verbal illustrations of some point you are making. You are partic-

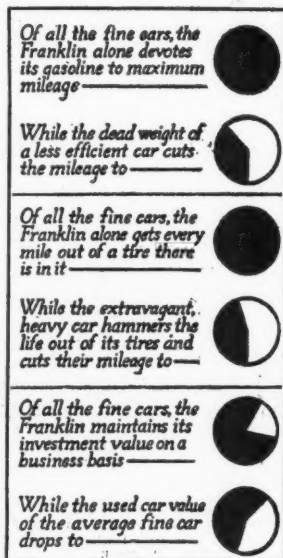


FIG. 4—TAKEN FROM ANOTHER FRANKLIN AD, SHOWING THE MORE CONVENTIONAL GRAPHIC TREATMENT

Do You Know?

Are you aware of the possibilities of Newspaper Classified Advertising for developing a business, even if display advertising is being used?

Do you know the methods by which distribution is secured through "Salesmen," "Agents" and "Business Opportunities" ads in leading Newspapers of the Country?

Ask your Agency to tell you what can be done by using lists of big daily papers.

Advertising Agents and Solicitors—if you are not in position to advise a client regarding the value of Newspaper Classified, write either Office, and we will be glad to co-operate by giving you all possible information.

Bulletin No. 136, listing 1,000 leading newspapers, sent free on request.

NEW YORK
702 World Building
Tel. Beekman 2252

ARKENBERG
Special  *Agency*
PUBLISHERS' REPRESENTATIVES

CHICAGO
1120 Lytton Building
Tel. Harrison 5508

Newspaper Classified Headquarters

"MAILED TOGETHER"
IN A *Two-in-one* ENVELOPE BAG



Mail your cuts or samples right with your letter or invoice, under one cover. Do away with delays, misunderstandings and oftentimes loss of business, by using the

***Two-in-one* ENVELOPE BAG**



The TWO IN ONE Envelope Bag is a canvas bag made in all sizes with an envelope firmly attached. The postage rate is the same as on the separate pieces. Both will be carried as first class mail.

Write today for samples and our book, "'You will find enclosed' vs. 'Under separate cover'".

BEMIS BRO. BAG CO.
625 South 4th St., . . . St. Louis, Mo.

ularly apt to see a business graphically when you are first introduced to it, before you get accustomed to its features and facts.

One advertising man—an agency man—who is particularly able as a builder of graphic advertisement jots down all of his first thoughts and reactions when taking up any new account. These he does not "spring" as advertising ideas right away because they are so startlingly graphic that the client is liable to think them and him crazy, until he has known the man long enough, and seen enough of his work and its re-

words are pictures themselves. I had an excellent demonstration of this some few winters ago, if you will pardon a personal reference, when I was asked as a little social-service stunt to teach English two evenings a week to a class of Syrians, none of whom spoke English, excepting perhaps a very few words picked up here and there during his very brief life in this country. Nor did I speak their tongue—Arabic. The teaching was done by *acting*, in conjunction with little printed lesson sheets (printed in English only) which each member of the class



FIG. 5—IMPLANTING THE DESIRE TO SEE THE UNITED STATES IN THE BREASTS OF PROSPECTIVE OVERLAND BUYERS

sults, to realize that it is just that graphic quality that he needs in his advertising. This man is constantly telling people—anybody who will listen to him, from the janitor on up—about the products and businesses he is advertising. He gets the benefit of their reactions, but, more important, he gets more graphic ideas out of himself because in talking to these folks, especially those in the humbler walks of life, he has to talk in pictures—idea pictures—to make himself understood.

Words are so futile to express ideas, anyway, so far as the masses are concerned, *unless the*

held in his hand during the lesson. When the lesson sheet said "I wash my face," why, I washed my face with soap and water over a wash-basin. And when the lesson sheet said, "I wipe my face," then I wiped my face on a towel, repeating the sentence over and over again as I did it, and then making the class repeat it.

At first I had a terribly helpless feeling, confronting these Syrian men, for there was no possible way I could talk with them with sentences, but I soon learned to talk in pictures—action-pictures, thing-pictures, and little

(Continued on page 117)



DO your salesmen use this list as their paper buying guide? With paper the largest single item in the average printing job, no salesman can afford to be without a copy of *THE MILL PRICE LIST*.

It is of vital interest because it is a price list of coated, supercalendered, machine-finished, bond and writing papers. These are the papers that are used on the volume business that every live printing salesman solicits.

Every salesman can specify West Virginia Pulp and Paper Company's standard brands with the confidence that his customer

knows that he is receiving the best buy for his money.

Every buyer of printing knows the economy of large volume of production, turnover and direct selling.

Have the name of every one of your salesmen put on our mailing list for a copy of *THE MILL PRICE LIST*, issued on the 1st and 15th of each month.

West Virginia Pulp & Paper Co.

200 Fifth Ave., New York 732 Sherman Ave., Chicago



The Plattsburg parallel

Just as the men at the different camps are trained to be Lieutenants, Captains and Majors for the Army, so are business men all over the Country being trained to be Secretaries, Treasurers, Vice Presidents, etc., in business.

Actual knowledge based upon actual fact is a first requisite to any man's development in business

An Army Officer or a Business Officer in any enterprise—whether President, Manager, Department Head or Assistant—can only approach 100% in true fitness as he applies the experience and knowledge of others to his own individual needs.

In other words, specific training in business fundamentals is of vital importance to every indi-

vidual who genuinely wants to succeed.

Profit by the experience of others

Men who are satisfied to be "high privates in the rear ranks" of business may smile at the suggestion of learning business fundamentals by the experience, plans and achievements of others.

But *big* men—real men, all have an insatiable thirst for greater business knowledge and wider experience.

That is why such men faithfully follow the Modern Business Course and Service of the Alexander Hamilton Institute, and read it with the eagerness of an engineer poring over his blue prints.

You men who are now doing executive work can greatly increase the *value* and quantity of your work by adding to your knowledge of business fundamentals.

The Course is intensely interesting

Men who would grow—men who would lead and develop business by the sheer soundness of their knowledge and training, take the Modern Business Course and Service, and "go to it" as a Plattsburg Man goes to his Manual.

**President
Vice President
Secretary
Treasurer**



**Comptroller
Credit Mgr.
Sales Mgr.
Superintendent**

-in the field of business.

And the parallel does not end there. For, as a man thru training becomes an Officer, and wins promotion and honor thru what he *learns* and puts into practice, so does a Business Man progress by what he *learns* and *applies* to his own requirements.

One requisite for enrolment

Ambition to be a *better* executive—an important incentive for you—to take this Course and profit by it.

With that, and a willingness to know and be guided by the concentrated experience of thousands of successful men, you are assured of increasing your efficiency, salary, business capacity, and of gaining a quick, keen grasp of fundamentals.

Applying the principles, information and actual experience of others to your own individual needs as set forth by the

Alexander Hamilton Institute will make you a bigger, better business man.

Men enrolled

Presidents of big corporations are enrolled for this Course and Service along with ambitious young men in their employ.

Among the 65,000 subscribers are such men as A. T. Hardin, Vice-President of the New York Central Lines; E. R. Behrend, President of the Hammermill Paper Co.; N. A. Hawkins, Manager of Sales, Ford Motor Company; William C. D'Arcy, President of the Associated Advertising Clubs of the World; Melville W. Mix, President of the Dodge Mfg. Co., and scores of others equally prominent.

Get further information

Learn how your mental, financial, and business growth can be assured. A careful reading of our 112-page book, "Forging Ahead in Business," sent you free, will repay you many times over.

Every man with either a business or a career to guide to bigger, surer success, should read this book. Simply fill out and send the coupon below.

Alexander Hamilton Institute
9 Astor Place, New York City



Send me "FORGING AHEAD IN BUSINESS"—Free

Name *Print here*

Business Address

Business Position

Your Profits

If you regard your advertising man's task to be the work of increasing your net profits—then I am

talking to you now. You may be an agency, a publisher, or a manufacturer.

You want an advertising man who knows the actual business of producing and selling merchandise; who can adjust himself to working with you and your organization to accomplish the purposes of your business policy.

Whether your business is local or national; your product a commodity or a service; your advertising mail order, prestige publicity, or to bring more people to more retailers to buy your goods; and whether you want to increase your sales to established trade or gain new customers without waste expense—I may fill that want of yours. Find out.

My Selling Experience

I have sold at personal interview to 8,000 housewives, 12,000 retailers, 300 wholesalers, throughout 16 states from coast to coast. I have led every sales force that I have worked on—with largest volume of sales at lowest cost per sale.

I have hired and trained more than 200 salesmen, and managed their work through 40 states. I know how to go after a market and work out of it the last dollar of profitable business.

In Advertising

For a publishing house that ranks among the leading three in the publishing field, I have worked as copywriter, as manager of advertisers' service department, and as manager of mail subscription agents—directing and developing hundreds of "spare-time" salesmen through correspondence. The men who taught me letter-writing are the acknowledged masters of that art.

With an advertising agency that stands among the first five agencies in volume of business and in quality of service—I have been copywriter and later manager of entire inside working organization. I know the material values and the service methods involved in handling every phase of advertising work.

And Now

My present work is with a manufacturer and wholesaler—associated with the company's chief executive—in advertising, sales and business organization. I am not a professional efficiency expert—but I can co-ordinate the working forces of a business to smooth out kinks and speed "getting it done" right. I know the practices and principles of successful business—gained through actual contact with the problems and by sharing in the responsibilities of making businesses grow.



To simplify office detail, to decrease the costs of production, to quicken the deliveries of orders—whatever helps make the product I am selling more attractive to the people I am selling it to—that, in my view—is as truly advertising as is the writing of a piece of copy.

About Me

Past and present employers will tell you my worth.

I am 31 years old. Married. In robust health. I am not "clever," not a "genius." Sometimes I have heard my employers speak of me as a "hard worker." That good opinion of me I like to believe is merited. I know that I am open-minded; I expect to learn from others every day; and I enjoy my work.

Three months ago I resigned from my present employment. I have been staying on at my employer's request. Now I am ready to move to any city or town in the United States.

With You

I seek a job offering me the opportunity to help make a business grow substantially and profitably—to take part in making for that business the kind of growth that thrives all the more when it meets with "hard going."

If you have such an opportunity in your business, "sell" that opening to me—tell me all about it—when you write. We shall be able to agree on salary if you offer the work I want. I will travel, at my own investment, to meet those employers who attract me by describing a big, hard, interesting job that is open to the right man. Address B. D., Box 91, care Printers' Ink.

one-word pictures. I had to resort to the most elemental bits of stage business and work in the simplest pieces of stage property. Occasionally I had to resort to a little rough sketch with a lead pencil. Sometimes, after the class was more advanced, I could find a chance word that they recognized. When they got the idea, no matter how it was put across, their faces would light up with understanding and they would nod and jabber delightedly among themselves. I had printed a photo-



A Hundred Helping Hands
make your work easy and save a day a week for rest and recreation when your kitchen is equipped with a

'Dutch Kitchenet'

It encompasses your kitchen utensils. Everything that you need for cooking and baking is conveniently arranged at your finger tip. A completely equipped KITCHENET with water and sewer connections and labor-saving devices. Saves time, space, work and money. Please see your kitchen work easily and quickly. Every body needs the modern convenience.

Write for Dealer's Name and Free Book.
"The Woman's Workbook," which gives valuable information about kitchen efficiency of various sizes, styles and finishes for the new Dutch Kitchenet. Write to:
Cuppen Bros. & Zook, 433 Market St., Naperville, Indiana

FIG. 6—THE BORDER ILLUSTRATION SUCCESSFULLY CARRIES TO THE HOUSEWIFE THE IDEA EXPRESSED IN THE HEADLINE

graph on their minds. With a word or a motion or some simple object I had made a picture that they understood. That was the best lesson I ever had in the graphics of advertising, for it gave me a yard-stick with which to measure advertisements and advertising ideas that were to be aimed at the masses. It taught me the value of graphic ideas—picture ideas.

Picture ideas need not always be expressed in drawings or photographs, though of course, they are generally more readily understood by the masses when

by
Sam Stoltz
"the Versatile"
A recognized
Authority on
Farm Life—knows
Animals—Breeds
Their Points—
Machinery & Farm
Equipment —

Handles Oils—Pastels
Wash—Pen & Ink &

is a
"Know How of Layouts"

Founder
Art Director
President
of

an Organization of
recognized Artists
Who Create &
Illustrate Big Ideas



ART SERVICE
REPUBLIC BLDG
Chicago

Graffco
TRADE MARK REG. U.S. PAT. OFF.

Products



WISE CLIPS

"With the Grip"

Graffco Vise Clips hold papers like a vise, without making holes, tearing or mutilating other papers.

They grip both ways—sideways and lengthwise. They are made in three sizes for holding from two to sixty papers.

Graffco Vise Clips are made from steel, handsomely nickel plated to prevent rusting. (No. 1 size is also made in brass.) They look well—give tone to stationery—and can be used over and over again. They are easy to put on, do not slip off accidentally, and are perfect fasteners for every purpose.



WISE SIGNALS

Come in 12 Colors

Here are twelve bright, brisk little guardsmen to help look out for home affairs (in the office) while the detail man is away doing his part in the war. And they're capable! Post them for file duty, on memoranda or data slips, and see how they call "Attention" to every lagging detail! They are for every business. Show how credits and stock stand; they indicate when and to whom to write; as to expiring contracts, advertising, shipments and all detail.

In use today by

United States Government
American Red Cross
War Relief Bureaus
American Express
Victor Talking Machine Co.
And hundreds of the largest corporations in the country.

Send for Samples

GEORGE B. GRAFF COMPANY
294 Washington St. Boston, Mass.
Mfrs. of Time-saving Office Devices

so expressed. The important rule, like the colored parson's rule for cooking 'possum ("First catch de 'possum"), is to first get the *graphic idea*, and then picture that idea in *some way* so definitely and so simply that it must "get across."

A New York professor who conducts a class in fiction-writing recently gave his class a golden text: "When writing fiction," he said, "picturize, picturize, *picturize!*" It is a good golden text for advertisers, too.

Motor Car Dealers Unite in Big Campaign

Prior to the Kansas City Automobile Show, being held this week, the Kansas City Motor Car Dealers' Association ran a series of full page newspaper advertisements in three city dailies to "sell" the idea—fast growing in all sections of the country—that motor trucks and passenger cars are real wartime economies. The show was not mentioned in the advertising—this was taken care of in a separate campaign appearing not only in Kansas City but also in other cities of Kansas, Missouri, Nebraska and Oklahoma.

The trend of the preliminary advertising is indicated by the headings "Is Hoarding a War-Time Menace?" and "Helping to Win the War with the Motor Truck." A portion of the latter advertisement reads as follows:

"Railroad congestion has been relieved, essential food and other supplies delivered, the shortage of manpower overcome—in fact the motor truck has taken up our staggering national transportation burdens in a manner hitherto undreamed of by most of us. Motor trucks are beating the railway freight time schedules.

"In the near future most of the short haul freight between larger cities and adjacent territory will be by motor trucks. The truck is meeting the short-haul emergencies with gratifying success and economy.

"War has brought about a new era of transportation. Even the Senate has passed a bill authorizing the Postmaster General to conduct experiments in operating motor truck routes near the larger cities. This is to promote the conservation of food products and to facilitate the collection and delivery from producers to consumers."

New York Printers Change Name

Gibbs & Van Vleck, Inc., New York printers, have changed the company name to Gibbs Press, Inc. The officers are H. E. A. Gibbs, president and treasurer; H. A. Falk and E. H. Whitney, vice-presidents; J. C. Bogie, secretary.



In The Nation's Service

America is sending its best men to fight for freedom, and in their honor the whole land is dotted with service flags carrying the stars of sacrifice.

It is a far cry from the crowded city streets above which floats our service flag to the telephone exchange hidden in the front-line trenches. But the actuating spirit of service here and abroad remains unchanged.

The Stars and Stripes is

the emblem which unites us in war for human liberty and national honor. The service flag is the emblem which unites us in mutual sympathy for the men who give themselves and for those who give their men.

These flags should inspire all citizens to greater endeavor and greater sacrifice. As one of the agencies of preparation and military support, the Bell System is honored by the opportunity to do its share.



AMERICAN TELEPHONE AND TELEGRAPH COMPANY
AND ASSOCIATED COMPANIES

One Policy

One System

Universal Service

HOUSE ORGANS

WHEN you employ The David Gibson Company to produce your House Organ you at once get the benefit of all its experience in the House Organ field. You know in advance exactly what the cost will be; and, on the basis of results in other fields, you know approximately what you may expect in your own field.

Write for a copy of "Reducing the Selling Cost" which explains the Gibson House Organ plan in detail.

THE DAVID GIBSON COMPANY
812 Huron Road - Cleveland, Ohio



Get a Copy of MODERN FILING

A text-book on office system. Teaches *How to File*; shows and explains in simple language every detail of the best office record systems in common use. Complete in 100 pages, fully illustrated. Send \$1.00. Money back if not satisfactory. Get a copy for yourself—for your file clerk—for your office library. Published by the Makers of "Y and E" Filing Devices and Office Systems



244 St. Paul St.
Rochester, N. Y.

Y&E Mfg. Co.

Branches or Agents in the principal cities.

Advertising Expenses an Allowable Deduction in Figuring War Tax

Washington Authorities Are Disposed to Accept Such Expenditures Actually Made in Year 1917—The Question of "Publicity, Press Agency" and Programme Advertising Discussed

Special Washington Correspondence

NO doubt has ever been entertained, apparently, at the U. S. Bureau of Internal Revenue at Washington as to the entire propriety of allowing the "deduction" of bona fide expenditures for 1917 advertising in figuring an advertiser's obligations for war income and excess profits taxes. The Treasury Department is following, with only a few minor modifications, the policies obtaining heretofore in the collection of Federal income and corporation taxes. These policies have all along recognized in expenditures for advertising a legitimate and consistent element in the cost of doing business.

The fact that the administrative officials at Washington have accepted 1917 advertising appropriations as warrantable items of overhead in calculating the net of last year's operations has not, perhaps, been generally communicated to advertisers. Possibly the uncertainty of some local collectors of internal revenue in interpreting this phase of the War Revenue Act has added to the doubt existing in the minds of not a few advertisers.

Even the advertisers who have rested in an assurance that they were entitled to deduct all current expenses for advertising from their taxable totals have, in some instances, suspected that Uncle Sam might insist upon "censoring" the 1917 advertising bills. Under the operation of the War Revenue Act, a comparison of a taxpayer's profits in the pre-war period of 1911, 1912 and 1913 with profits in 1917 may be necessary to determine degree of liability to

the excess profits tax. This circumstance prepared some advertisers for a similar comparative scrutiny on the part of the Government to make sure that 1917 expenditures for advertising were not disproportionate, to corresponding outlays in normal years.

Deputy Commissioner of Internal Revenue Speer and other responsible officials at the Treasury tell PRINTERS' INK that the Government is not approaching advertisers in any such suspicious spirit. It is assumed, of course, that no advertisers would intentionally make an incorrect "return," and the disposition is to accept, without insistence upon details, every actual expenditure for advertising made in 1917, provided such expenditure be incident to the conduct of a business, trade or profession. However, it should perhaps be emphasized that allowable deductions are limited to actual expenditures for advertising and do not encompass authorizations. For example, a contract entered into by an advertiser in December, 1917, for the erection in the spring of 1918 of a number of painted bulletins, would have no standing in the tax return for 1917.

RULINGS WILL BE LENIENT

Any and every form of advertising that would be recognized or accepted as such may be "charged up" as a business expense for which deduction may be claimed. Perhaps as convincing evidence as could be cited of the liberality of the tax arbiters in this respect is found in the fact that they have O. K'd as selling expenses not merely disbursements for display advertising, catalogues, etc., but likewise a wide range of outlays for the "entertainment" of customers or prospective customers. The one and only form of advertising expenditure regarding the status of which some question might be raised would be that represented by the cost of a large sign—say a sign such as manufacturers are wont to erect on factory buildings—or by the bill for a permanent "demonstration

THE Atlanta Journal

ATLANTA, GA.

Is "My Paper"

To about everybody
you care to reach in
Atlanta's zone.

*Advertising in the
Journal sells the goods*

BUNTIN'S

MATS

and

STEREOS

are used by

MANY OF THE
LEADING
ADVERTISERS

J.T. BUNTIN, Inc.

209 WEST 38TH STREET. N. Y.

Opportunity for an Agency Man of Large Caliber

There is a place in this export advertising organization for a broad gauge advertising agency man of strong personality, capable of presenting forcibly to advertisers and agencies the proposition of advertising and merchandising abroad. We seek a man of exceptional ability in selling advertising campaigns. He would have the help of ably prepared suggested programs, unlimited information and other highly developed service.

In writing state your experience in the advertising business, former connections and age.

Johnston Overseas Service

Advertising

17 Battery Place, New York

See our other advertisement, page 49

ARTIST'S OPPORTUNITY

Open to a first-class all around advertising artist, one knowing good design, able to handle color, also proficient in air brush work and retouching.

Must be absolutely the best man obtainable. When writing state experience and send samples which will be carefully returned.

"C. J.," Box No. 92,
c/o Printers' Ink.

booth." The Treasury Department has ruled that additions to buildings, machinery, etc., may not be accounted current expenses, but must be listed as investments of capital, and it is possible that this same attitude would be taken with respect to a sign or other inciter of interest if it could be shown that the utility would have a serviceable "life" of five or ten years. However, in the case of such a permanent advertisement, if there be such a thing, the advertiser would be entitled to an annual depreciation charge as a "deduction," so that in the long run it would work out in the same manner as a flat deduction.

Advertising allowances, as sanctioned in arriving at essentials for war taxation, will be construed to include the cost of "publicity" so called and "press agency" if propaganda of this sort can be shown to have, as its sole aim and object, the furtherance of business activity. This immunity would not, however, extend to such enterprises by an advertiser for the purpose of flattering his individual vanity or contributing to his personal prestige. The Treasury Department is very strict in drawing the line between business expenses on the one hand and personal outlays and household items on the other hand, and this is where the line passes in the advertising sphere. It may be added that an advertiser would be justified in deducting as an expense of the business the price paid for a subscription to *PRINTERS' INK* or for bound volumes acquired in 1917, but he would not be countenanced in subtracting the expenses of a trip to an advertising convention unless it can be shown that the sole purpose of attendance at the convention was the promotion of business rather than social relaxation.

Under certain circumstances advertisers and advertising agents who in 1917 entered into contracts that were not completed in that year may be unable to make return on the transaction in the reports now due. Essentially, Uncle Sam desires to collect a war tax

upon the profits of a completed transaction. It is conceivable that an advertiser who has entered into a compact to make payment for advertising proportionate to the amount of the orders or sales resultant from that advertising may be unable to determine his gains as of date of December 31, 1917. In that event it is permissible to make no conclusive entry, but to continue the chronicle of this particular transaction for another year, including it in the 1918 "return" to be filed in the spring of 1919.

Judging from some of the letters from business men passing over the desks in Washington, not a few advertisers have been somewhat puzzled as to what treatment they should accord expenditures for cards in local church directories, representation on the programmes of charitable institutions, etc. Doubt arises in this quarter from the fact that the law limits to 15 per cent of taxable net income the general deductions allowable on a personal return form for contributions or gifts to religious, charitable, scientific or educational associations or corporations. However, this limitation is designed to apply to personal expenditures rather than to business disbursements. Even were it not, the feeling in official quarters at Washington seems to be that space purchased in school "annuals," church leaflets, etc., is to be accounted "advertising," even though the purchaser is prone, in his own conscience, to regard it as a charitable contribution rather than a chosen advertisement.

N. B. C. Gives "Victory" to Government

All rights to the name "Victory" as a registered trade name, so far as it covers crackers, biscuits and cakes, have been presented to the U. S. Food Administration by the National Biscuit Company. The company states that it has used the name since 1901, after registering it in the U. S. Patent Office to cover practically all of its products.

In last week's issue of PRINTERS' INK it was stated that the Schulze Baking Company, of Chicago, had assigned to the Government its rights to the use of the name for bread.

Meriden Conn.

Is "a One-
Newspaper
City"

The Morning Record

Has made it so

The Record has
A Third More
Circulation
Proved

Than the other local
paper claims

The Record is the
ONLY A. B. C. paper
in Meriden

Address the HOME
OFFICE

NEW ENGLAND

Now, as always, the best place for trial campaigns.

Now, as always, the best place for regular campaigns.

Now, as always, the richest section of the country.

Now, as always, the cheapest for your salesforce to cover.

Now, as always, the dealers ready to give you a willing ear.

Now, as always, the daily newspapers to tell your story.

Now, as always, the people ready to buy advertised goods.

Fifteen Leaders

in 15 of the best cities

SPRINGFIELD, MASS., UNION

Daily Circulation 36,400
Population 100,000, with suburbs 250,000

TAUNTON, MASS., DAILY GAZETTE

Daily Circulation 5,721 net paid A. B. C.
Population 38,000, with suburbs 53,000.

PAWTUCKET, R. I., TIMES

Net Paid Circulation 24,012
Serves territory of 130,000

BRIDGEPORT, CT., POST and TELEGRAM

Daily Circulation 35,064 net A. B. C.
Population 150,000, with suburbs 220,000

NEW HAVEN, CT., REGISTER

Daily Circulation 19,414
Population 150,000, with suburbs 175,000

NEW LONDON, CT., DAY (Evening)

Daily Circulation over 10,200—2c copy
Population 25,000, with suburbs 60,000

MERIDEN, CT., JOURNAL

Daily Circulation 5,120
Population 37,265, with suburbs 50,000

WATERBURY, CT., REPUBLICAN

Daily Circulation 11,321 net paid
Population 73,144, with suburbs 100,000

PORTLAND, ME., EXPRESS

Daily Circulation 22,737
Population 58,571, with suburbs 75,000

BURLINGTON, VT., FREE PRESS

Daily Circulation 10,714 net A. B. C.
Population 22,000, with suburbs 40,000

MANCHESTER, N. H., UNION and LEADER

Daily Circulation 25,000
Population 75,063, with suburbs 150,000

FITCHBURG, MASS., SENTINEL

Daily Circulation 5,192
Population 39,656, with suburbs 150,000

LYNN, MASS., ITEM

Daily Circulation 13,227
Population 89,336, with suburbs 100,000

LOWELL, MASS., COURIER-CITIZEN

Daily circulation 17,400 net
Population 114,366, with suburbs 150,000

SALEM, MASS., NEWS

Daily Circulation 18,732 net paid
Population 43,697, with suburbs 150,000

EACH OF THE NEWSPAPERS here named is a power in its home community.

Not Liked in California Either

A group of Southern California hotels is advertising extensively in the East "come to California and be warm; where there is no railroad congestion and fuel is not a problem; where splendid hotels cater to the wants of the most discriminating," and so on.

We may be proud of our California climate and proud of our California comforts, but we are not this proud.

When the nation is asking that we provide meat and wheat for our soldiers and our allies, we are not proud that California hotels are still catering luxuriously to the wants of the most discriminating.

When the Government is frantically working to get cars to carry coal to keep people warm throughout the greater part of the nation, we are not glad that men should be using cars to bring luxury loving people to California to avoid their share of the discomfort of the part of the country whose wealth they have hitherto enjoyed.—Fresno, Cal., *Republican*.

National Beverage Company Appoints Advertising Manager

Daniel Jaeger has been placed in charge of the advertising department of the National Beverage Company, Chicago, manufacturers of "Buck," a temperance drink. For three years he has been with the sales department of the American Art Works, Coshocton, Ohio. He was previously in charge of the advertising of the Standard Varnish Works, of New York and Chicago and for one year was connected with the Pioneer Suspender Company, Philadelphia.

Country Needs Business Papers' Guidance

MAC MARTIN ADVERTISING AGENCY
MINNEAPOLIS, Feb. 8, 1918.

Editor of PRINTERS' INK:

Your three editorials in your issue of January 31st are all masterpieces. I do not remember reading three editorials in one issue of any publication all of which are so timely as these.

You are doing a great constructive work in helping us as advertising men to think clearly during these trying times and I, for one, appreciate the service and congratulate you on the stands you are taking.

MAC MARTIN.

S. F. Bowser & Co. Advance C. H. Davies

Claude H. Davies has been appointed to manage the general publicity of S. F. Bowser & Co., Fort Wayne, Ind. For two years he has been manager of the New York district and for ten years previously had been associated with the company in various capacities.

Thirty-Two Advertising Grocers Twenty-Six Exclusively in the Evening Express PORTLAND, MAINE

The men who manage these business houses all live in Portland and they know the great sales-force of the one great afternoon daily newspaper, the Evening Express.

It is not eloquence but cold facts that hold these accounts in the Express, which carries ten times the amount of food advertising that is carried in both morning papers combined.

The Express has the same selling force for other products.

The Julius Mathews Special Agency
Boston—New York—Chicago

Hammering Away Night and Day in Bridgeport Connecticut

THE WONDER CITY

Of all the cities of the east and the west and the north and the south, Bridgeport is the busiest city of its size in the entire country.

The Post and Telegram Connecticut's Largest Circulation!

A medium worthy of such a splendid city.

The leader in circulation, in influence and in advertising.

The Julius Mathews Special Agency
Boston—New York—Chicago

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
 Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 1720 Lytton Building, 14 E. Jackson Boulevard, KIRK TAYLOR, Manager. Telephones, Harrison 1707 & 1939.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

London Office: 16 Regent Street, S.W., G. W. KETTLE, Manager.

Issued every Thursday. Subscription price, three dollars a year, \$1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, \$80; half page, \$40; quarter page, \$20; one inch, minimum \$6.30. Classified 45 cents a line—net. Minimum order \$2.25.

JOHN IRVING ROMER, Editor

NEW YORK, FEBRUARY 14, 1918

Constructive Advertising vs. Negative Marketing

The most direct way to market a product is to sell it for what it is and what it will do. Axiomatic though this statement is, it is a fundamental truth that some industries have been slow to recognize. They have preferred to take the longest and roughest road to the market. Naturally, they found the going hard and finally had to come back and get started on the right road. Of course this needlessly delayed them in reaching their destination.

The oleomargarine people made this mistake. The pioneers in the business, at least some of them, attempted to market their product under a false guise. They represented it as butter. In offering it as something other than what it is, of course they antagonized not only the dairy interests but

also the public and finally brought down on their heads the wrath of legislators. For several years, as a result of this false start, the progress of the margarine industry has been curbed on the one hand by taxation and on the other by its own unsavory reputation. Many people imagined the product to be deleterious. If they weren't afraid to buy it, they were ashamed to do so. A great many of the better class of retailers refused to handle it, feeling that it would be discreditable to their stores. As a matter of fact, margarine did not deserve to be maligned in this manner. It was at that time, as it is now, a legitimate product and would have found a much easier market if it had been advertised and offered for exactly what it is.

To-day oleomargarine is coming into its own. The war has opened up a tremendous market for all sorts of fat alternatives and the industry has not been backward in seizing it. The men in the business to-day, however, are not making the mistake of the pioneers. They are selling their goods for what they are. They are standing on their own legs. They are advertising real reasons why people should buy margarine. They are dignifying the product, and are succeeding so well that the best stores are proud to offer it. The consumer no longer thinks it necessary to ask for it in a whisper.

The one heritage of the past that the business is still bearing is taxation. This hostile legislation was largely the result of public sentiment. Since the advertising is changing this sentiment, undoubtedly relief will be found from the tax in time, especially if its sole purpose is repression.

The campaign of some of the paint people against wall paper is another pat instance of a business that has made an unnecessary "knocking" approach to its market. Smarting under the unfair indictment of the paint manufacturers, the wall-paper people are striking back. H. A. Gould, act-

ing secretary of the Allied Wall Paper Industry, tells PRINTERS' INK that "every time advertisements containing veiled criticisms on wall paper appear this office immediately takes it up with the advertiser." The effort is already producing results, and will perhaps be the means of bringing a more constructive copy tone into the whole wall covering trade. In the meantime the makers of wall-paper are going ahead with an advertising campaign of their own, in which they are selling their product strictly on its merits. In a case of this kind, if both sides will confine themselves to stating the advantages of their particular merchandise and refrain from throwing brickbats at the competitive article, the public, without prejudice, can take its choice.

It all goes to prove that if there is any reason for a product's existence, the advertising of that reason will find the product's market for it. It does not have to be put out under false colors. It does not have to win its place by dislodging a competitive article already on the market.

Government Guidance Without Paternalism

One of Uncle Sam's "dollar-a-year" men was piloting a business associate about Washington the other day and pointing out the new "temporary" office structures—stucco exterior and wallboard interior—that have been hastily run up to accommodate the new war-making organizations.

"Temporary?" said the visitor. "Why they look as though they were good for twenty years of service."

"Don't worry," replied the business volunteer. "They may have to be in use for longer than that."

This expression was significant because, in making it, the business man who has been in direct touch with the changing conditions at Washington, had in mind the permanent status of closer contact between the Government and big and little business that

is to come out of this war.

Just as there are officials in the War Department who are making plans against the time when we may have 8,000,000 armed men on the soil of France, and specialists in the United States Food Administration who are planning to-day for the supplies of cereal and vegetable seed that will be needed two years hence, there are likewise business men who, as the result of peeps behind the scenes at the capital, are already trimming sails against the time when the Government will work more closely with American manufacturers to mutual advantage.

A very large section of the superficial newspaper-reading public first scented the approach of the new order of things when it was announced that Governmental administration of the railroads, if not Government ownership, would be the outcome of any proven inadequacy of our transportation systems. In reality, however, there were earlier signs, equally significant. The tendency toward Governmental price-fixing is such a sign on, shall we say, the negative side; but more counterbalancing it on the positive side is the extensive, thoroughly-organized "intelligence service" which the Government is developing in order to forearm American makers and sellers of goods with a knowledge of market conditions after the war in every quarter of the globe.

An excellent illustration of what the Government not only can but actually will do, under the new conception of its responsibility to business, has been afforded by the situation with respect to private business intercourse with Russia this past few weeks. Under the chaotic conditions that have been reported, American manufacturers who had contracts for Russian delivery simply threw up their hands. They could obtain no assurances that they could depend upon that they would get their money for the goods if shipment were made. In the face of this dilemma, the authorities at Washington have

done their best, through their special sources of information, to obtain business news as well as political news from the land torn by revolutions.

While the United States Government has "for the duration of the war" winked at combinations of manufacturers that crack the Sherman Law wide open and may as a result of the experiment look permanently with less fear upon such combines under Federal supervision, there is not much disposition to unduly "crowd" business on this idea of co-operation. Uncle Sam, although he realizes the kind of German competition that must be met in international markets after the war, has not much disposition to follow that newly hatched Teuton scheme for the "syndication of industries" that is provoking in Germany just now such bitter protest from manufacturers who fear that the new ideal of extreme standardization is not only going to rob them of individuality, but will destroy the value of their trademarks and trade names.

Uncle Sam is willing and anxious to get closer to business but there is no such disposition as in Germany to make it a case of the lion and the lamb.

Advertise War Guidance to Your Trade

A subscriber of **PRINTERS' INK**, who spends a good deal of his time calling on the trade, tells us that never before has he seen merchants so anxious to find where they can purchase certain goods. In many instances their customary source of supply is failing them. Merchandise that they need badly has been back ordered for months. They would like to order it somewhere else if they knew where it could be obtained. Where merchants are not able to get their regular lines, they are trying to get other things to take their place. Never was it so easy, this man says, to get retailers to change their methods. With the whole world in a state of flux, their minds are more pliable and

hence more open to suggestion. Precedent counts for less. Habits are more easily broken down.

The opportunity in this situation for the manufacturer is quite clear. If he has goods for sale, he should keep the trade informed that he has them. This will help to equalize and steady distribution, prevent frantic buying and thus help in the conservation of materials now so necessary. It will encourage dealers to sell the things that are plentiful and to spare the commodities that are scarce. The best way for him to do this is to advertise in the trade papers reaching the dealers in his field.

With merchandise as scarce as it is to-day and with the whole business situation unsettled as it is, the trade journal advertiser may be sure of a most appreciative retail audience. The manufacturer owes a certain obligation to his trade. If he is unable to keep it supplied, he should tell why. He should not let retailers get the impression that he has been found asleep while on sentry duty. Hence he should advertise to his field what the conditions are and what it is necessary for the trade to do until things are restored to normal. The purpose of trade advertising in war-times is not to sell goods alone, but also to keep the machinery of distribution functioning, so that it will be in gear when business assumes its accustomed pace. It is the duty of the manufacturer to maintain the morale of his trade during the war. His dealers are looking to him for guidance and advice. This is the big opportunity for trade advertising while the war lasts.

George S. Oliver Heads Pittsburgh Papers

George S. Oliver, son of United States Senator George T. Oliver, has been elected to succeed the latter as president of the Newspaper Printing Company, publisher and owner of the *Pittsburgh Gazette Times* and *Chronicle Telegraph*. Augustus K. Oliver succeeds his brother, George S. Oliver, as vice-president, and David B. Smith, treasurer, was also elected secretary.

Ideas That Sell Things

WE BELIEVE in advertising that *sells*. That sort of advertising makes business for our customers, for publishers and for us. We create such ideas. We put them into execution. We *show* how to cash in on them. They are appreciated. Here's one of many letters that say so. This letter is from Mr. J. Fred Baird, advertising manager of the Seattle Times:



"We received your special page, 'Buy that Motor Car for Christmas' on December 17th. Evidently this was held up by the floods or we should have received it about the 14th. As it was, the page arrived in our office on the Monday before Christmas. We realized of course that quick action was necessary and we started out at once, our automobile man making twenty-two calls. Of these, nineteen were found in, and it was necessary to return to the others later if we had time. We estimated that fifteen signers would be required to put over the page. Of the nineteen, we had one turndown, giving us eighteen signers.

"The page appeared the next day, with several changes to conform to Seattle conditions. Two firms which were not represented because they were not in when our solicitor called, later called us up and were very indignant because they had not been included in the page.

"This was a crackerjack feature and we wish to thank you for the same."

THE kind of co-operation we urge is embraced in the phrase: "Ideas that sell things." Here was an idea that sold advertising space and sold motor cars.

Newspapers have sold at least a million dollars worth of their advertising space on copy or ideas furnished to them by this organization during the past six months. We know conditions and are constantly in touch with the local situations in each state. Advertisers who change their plans to meet existing conditions are the ones who can afford to increase their advertising appropriations and make it pay—this year or next.

We are interested in securing new customers who desire "Ideas that sell things" and advertising service of the highest order.

Wm. H. Rankin Company

"Advertising based on knowledge that benefits the consumer"

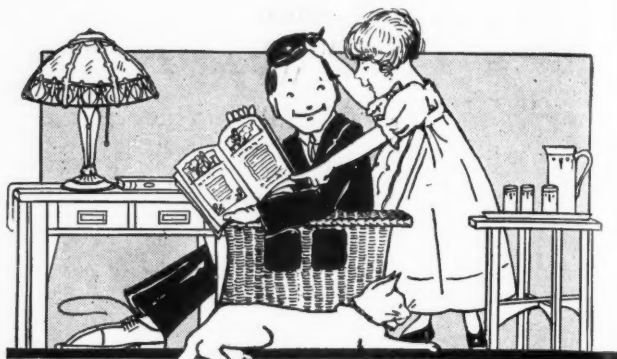


WILLIAM H. RANKIN
President
H. A. GROTH
Secretary-Treasurer

WILBUR D. NESBIT
1st. Vice-President
ROBT. E. RINEHART
2nd. Vice-President



104 So. Michigan Ave. Chicago - 25 East 26 St. New York.



77 $\frac{8}{10}$ % Buy Advertised Goods

THE word "Catholic" is vibrant with meaning to the members of that faith. Down the centuries from father to son has come a heritage which inspires a loyalty so deep, so intense, so passionate, that the outsider cannot understand it. He can only admire and admit the fact.

The same strong faith which the Catholic has in his Church and religion he also has in Extension Magazine and its advertisements. You will search the advertising columns of Extension in vain for liquor or medical advertisements. Likewise you will notice the absence of all irresponsible financial or investment concerns. And of course no fraudulent or illegal enterprise is permitted any space. And so Extension Magazine advertising means to its vast circle of cultured readers a pledge of merit and square dealing.

The fact that over $\frac{3}{4}$ of the more than 200,000 Extension Magazine subscribers buy goods advertised in the magazine is not surprising. It is a matter of loyalty, faith, willingness and ability. The word "Catholic" insures the faith and loyalty. The products advertised and the well-written advertisements call forth the willingness. And the fact that Extension sells for \$2.00 per year assures the advertiser that the subscriber of Extension Magazine can afford his products.

Extension Magazine

"More than 200,000 subscribers, the cream of America's 17,022,879 Catholics"

GENERAL OFFICES

223 West Jackson Boulevard Chicago, Illinois

Eastern Advertising Offices

Flatiron Building

N. Y. City, N. Y.

Member Audit Bureau of Circulations



FEBRUARY MAGAZINES

VOLUME OF ADVERTISING IN
MONTHLY MAGAZINES
FOR FEBRUARY

(Exclusive of publishers own
advertising)
Standard Size

	Pages	Agate Lines
World's Work.....	74	16,584
Review of Reviews.....	68	15,246
Harper's Magazine.....	59	13,386
Scribner's	53	12,075
Century	41	9,290
Atlantic Monthly.....	35	8,053
Motion Picture Magazine..	32	7,313
Wide World.....	23	5,366
St. Nicholas.....	23	5,160
Popular (2 Jan. issues)...	17	4,033
Munsey's	16	3,784
Ainslee's	10	2,378
Blue Book.....	10	2,347
Smart Set.....	5	1,288
Bookman	5	1,216

Flat Size

	Columns	Agate Lines
American	164	23,595
Everybody's	139	19,692
Red Book.....	136	19,564
Cosmopolitan	132	18,905
Hearst's	103	17,583
Metropolitan	99	16,951
McClure's	86	14,676
Sunset	81	11,723
Photoplay	61	8,782
American Boy.....	38	7,700
Current Opinion.....	50	7,019
Boys' Life	51	6,912
Boys' Magazine	30	5,351

VOLUME OF ADVERTISING IN
WOMEN'S MAGAZINES

(Exclusive of publishers' own
advertising)

	Columns	Agate Lines
Vogue (2 issues).....	293	62,266
Ladies' Home Journal....	232	46,468
Harper's Bazar.....	177	29,861
Woman's Home Compan'n	139	27,960
Good Housekeeping.....	190	27,217
Pictorial Review.....	129	25,800
Delicater	118	23,628
Designer	97	19,555
Woman's Magazine.....	97	19,438
People's Home Journal...	69	13,941

Agate

	Columns	Lines
McCall's Magazine.....	88	11,826
Mother's Magazine.....	72	10,212
Modern Priscilla.....	59	9,985
Holland's Magazine.....	52	9,861
People's Popular Monthly	45	8,627
Today's Housewife.....	42	8,463
Home Life.....	44	7,757
Needlecraft	32	6,059

VOLUME OF ADVERTISING IN
MONTHLY MAGAZINES CAR-
RYING GENERAL AND
CLASS ADVERTISING

(Exclusive of publishers' own
advertising)

	Columns	Agate Lines
System	305	43,740
Popular Mechanics (pages)	132	29,728
Vanity Fair.....	168	26,664
House and Garden.....	153	24,291
Country Life in America	138	23,187
Popular Science Monthly (pages)	93	20,863
Association Men.....	117	16,493
*Physical Culture.....	110	15,827
Garden	89	12,561
House Beautiful	75	11,087
Field and Stream.....	57	8,150
Travel	49	7,916
Illustrated World (pages)	35	7,863
Theatre	46	7,838
National Sportsman (pages)	33	7,603
Outer s Book-Recreation.	43	6,173
Arts & Decoration.....	42	5,880
Outing	40	5,730
International Studio....	39	5,411
Outdoor Life.....	37	5,320
Extension Magazine....	30	4,980

*New page size.

VOLUME OF ADVERTISING IN
CANADIAN MAGAZINES

(Exclusive of publishers' own
advertising)

	Columns	Agate Lines
MacLean's	114	16,096
Canadian Home Journal..	79	15,800
Everywoman's World....	76	15,300
*Canadian Courier (3 Jan. issues)	77	14,391
Canadian Magazine (pages)	51	11,480
*Issued fortnightly instead of weekly beginning Jan. 19th issue.		

VOLUME OF ADVERTISING IN JANUARY WEEKLIES

(Exclusive of publishers' own
advertising)

	Columns	Agate Lines
January 1-7		
Saturday Evening Post..	267	45,519
Collier's	114	21,705
Scientific American.....	88	17,792
Town and Country.....	86	14,456
Literary Digest.....	72	11,046
Leslie's	49	8,451
Independent	38	5,497
Illustrated Sunday Mag.	30	5,439
Outlook	25	3,772
Every Week.....	17	3,115
Life	20	2,937
Judge	17	2,384
The Nation.....	16	2,356
Youth's Companion.....	11	2,230
Christian Herald.....	11	2,012
All-Story (pages).....	8	1,926
Churchman	11	1,877

January 8-14

Saturday Evening Post..	188	32,022
Literary Digest.....	108	16,464
Town and Country.....	83	14,068
Collier's	51	9,717
Leslie's	56	9,593
Christian Herald.....	28	4,873
Outlook	30	4,431
Independent	29	4,157
Every Week.....	20	3,621
Life	24	3,425
Scientific American.....	15	3,175
All-Story (pages).....	9	2,169
The Nation.....	15	2,115
Judge	12	1,784
Churchman	10	1,654
Youth's Companion.....	6	1,212

January 15-21

Saturday Evening Post..	167	28,520
Literary Digest.....	110	16,787
Collier's	84	15,970
Town and Country.....	72	12,208
Leslie's	38	6,621
Independent	44	6,416
Outlook	34	5,028
Life	35	4,993
Illustrated Sunday Mag.	25	4,521
Christian Herald.....	25	4,414
Scientific American.....	19	3,960
Every Week.....	18	3,272
The Nation.....	21	3,072
Churchman	15	2,504
All-Story (pages).....	8	2,083
Judge	12	1,758
Youth's Companion.....	7	1,537

Agate
Columns Lines

January 22-28

Saturday Evening Post..	211	35,870*
Collier's	97	18,425
Literary Digest.....	111	16,931
Leslie's	55	9,479
Christian Herald.....	37	6,423
Outlook	41	6,160
Scientific American.....	18	3,708
Life	24	3,375
Independent	19	2,735
Judge	17	2,515
Every Week.....	11	2,094
The Nation.....	14	1,977
Youth's Companion.....	9	1,811
Churchman	9	1,494
All-Story (pages).....	5	1,320

January 29-31

Life	24	3,496
Outlook	23	3,468
Christian Herald.....	18	3,185
The Nation.....	13	1,932
Youth's Companion.....	6	1,385

Totals for January

Saturday Evening Post.....	141,931
Collier's	65,817
Literary Digest.....	61,228
†Town and Country.....	40,732
Leslie's	34,144
Scientific American	28,635
*Outlook	22,859
*Christian Herald.....	20,907
Independent	18,805
*Life	18,226
Every Week.....	12,012
*The Nation.....	11,452
‡Illustrated Sunday Magazine	9,960
Judge	8,441
*Youth's Companion.....	8,175
Churchman	7,529
All-Story	7,498

* 5 issues. ‡ 2 issues. † 3 issues.

RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS

(Exclusive of publishers' own
advertising)

	Columns	Agate Lines
1. Ladies' Home Journal	232	46,468
2. System	305	43,740
3. Harper's Bazar.....	177	29,861
4. Popular Mechanics (pages)	132	29,728
5. Woman's Home Companion	139	27,960
6. Good Housekeeping...	190	27,217

Six Reasons for using The Outlook

- ☞ The economy buy in the weekly field.
- ☞ Quality circulation with an advertising rate based on quantity.
- ☞ The direct to the customer medium.
- ☞ A half million readers who buy life's luxuries and comforts, as well as necessities.
- ☞ Dominance at a small cost in a publication that war times have helped make one of the leaders in the advertising field.
- ☞ Fifth in total volume of advertising for the year 1917. (*Printers' Ink figures.*)

THE OUTLOOK COMPANY

381 Fourth Avenue,
New York

122 S. Michigan Blvd.,
Chicago. Ill.

TRAVERS D. CARMAN, Advertising Manager

	Columns	Agate Lines
7. Vanity Fair.....	168	26,664
8. Pictorial Review.....	129	25,800
9. House and Garden.....	153	24,291
10. Delineator	118	23,628
11. American	164	23,595
12. Country Life in America	138	23,187
13. Popular Science Mthly. (pages)	93	20,863
14. Everybody's	139	19,692
15. Red Book.....	136	19,564
16. Designer	97	19,555
17. Woman's Magazine...	97	19,438
18. Cosmopolitan	132	18,905
19. Hearst's	103	17,583
20. Metropolitan	99	16,951
21. World's Work (pages) 74		16,584
22. Association Men.....	117	16,493
23. MacLean's	114	16,096
24.*Physical Culture.....	110	15,827
25. Canadian Home Journal	79	15,800

*New page size.

See page 136 for PRINTERS' INK'S"
Four-Year Record of February Adver-
tising.

Shows How Electricity Aids in War Preparations

The General Electric Company, Schenectady, N. Y., has recently shown in technical paper advertising how electricity is helping in the various vital factors of war work in this country. An eight-page insert was used, on the first page of which were the words, "Back of all is electricity, toiling, toiling, ceaselessly." On successive pages was explained in detail the part that electricity has played in the production of steel (where motor-driven machines are said to have been installed very quickly in new plants) and in cutting lumber (where the logs are often sawed and handled by electric power). Electricity used in packing houses, elevators and flour mills, the fourth page said, has helped take care of the nation's food supply, and page five showed how electrically-operated machines have helped make shoes for soldiers. Mining and transportation are also given a page each, and the advertisement closes with a page devoted to "the Night Shift," and the value of electric flood-lighting in outdoor work at night.

Corona Fastener Co. Appoints Sales Manager

J. C. Menkin, formerly connected with the firm of S. Menkin, Inc., New York City, has been appointed sales manager of the Corona Fastener Co., of that city.

The Corona Fastener is to be advertised in women's publications, beginning in early issues.

Would Stamp Origin on All Goods Made in U. S. A.

A bill providing that an imprint shall be placed on all articles manufactured in the United States and becoming the subject of interstate commerce, and prohibiting the importation of manufactured articles or goods unless bearing an imprint, has been introduced into the House of Representatives by Congressman Garland, of Pennsylvania.

The measure provides that on and after July 4, next, every article manufactured in this country and transported in interstate commerce must bear the imprint "Made in U. S. A." and that it shall be illegal to sell or dispose of any article which does not bear such an imprint. Beginning with that date, also, no manufactured article shall be permitted to enter the country from any other country unless it bears an imprint stating the name of the country in which it was manufactured. Any manufactured article arriving here which does not bear the necessary imprint shall be refused entry and returned to the consignor at his own expense. All imprints provided for in the measure must be in type of a size not less than six point.

Any person or corporation who violates that section of the act relating to the imprinting of articles manufactured in this country and becoming the subject of interstate commerce will be liable to a penalty of \$100 for each and every article sold in contravention to the act.

C. R. Johnson Joins Dartnell Sales Service

Charles R. Johnson, has joined the research department of the Dartnell Sales Service of Chicago. He was for six years with the merchandising service department of the Chicago Tribune and for the past year and a half was Chicago editorial representative for PRINTERS' INK.

William L. Day with J. H. Cross Company

William L. Day, who has been associated with the Curtis Publishing Company and C. S. Heppie & Son, both of Philadelphia, the Welsbach Company, of Gloucester, N. J., and Frederick Loeser & Co., of Brooklyn, has joined the staff of the J. H. Cross Company, Philadelphia advertising agency.

Government's New "Daily" Issues Financial Statement

The Official Bulletin of the Committee on Public Information at Washington cost the Government \$10,163.77 in salaries up to December 31, 1917, and \$103,399.52 for printing and all other expenses. Against this it balances circulation receipts of \$15,594.47. The circulation averages 90,000 a day.

Food Control Regulations Develop Advertising

Makers of Trade-Marked Flour in Canada Advertise to Hold Market Against Bulk Goods—Larger Sizes of Containers Now Sold Without Great Difficulty—Sellers of Bulk Goods Caught Napping

THE regulations recently put into effect by the Canadian Food Controller have produced marketing conditions which have made it necessary for many manufacturers to re-educate the public to their lines. The flour millers have been particularly hard hit by the conservation orders. First their profits were limited to 25 cents per barrel; then they were placed under restrictive license and allowed to make only certain sized packages; and latterly have been ordered to make "War Flour" only. The large trade built up by many millers for small sizes of flour containers was wiped out, yet the millers have come back strongly by advertising that the brand names so familiar to the public will be retained and those brands will be packed in the larger size demanded by the Government.

With "War Flour," the factor of public acceptance is decidedly different. For many years the public has been educated to the belief that the whiter the flour or bread the better the quality. So thoroughly has this been hammered home that to-day the millers find it necessary to advertise the fact that bread can be "good bread" even though the color is darker than formerly. Millers who have formerly sold all of their product to the baking trade now find it incumbent on them to advertise the "goodness" of "war flour bread" in order that their customers' businesses may not be ruined by the public antipathy toward dark-looking bread.

The Lake of the Woods Milling Company, Limited, of Montreal, is now running newspaper adver-

tisements featuring the fact that "no variation was necessary in recipes for baking bread" where the war flour was used in place of the white flour. The strong headlines "War Flour Good Flour," "War Flour Makes Good Bread" were supplemented by the catchy explanatory paragraph:

"Five Roses in Khaki.

"To conserve wheat so essential to the Allied Cause, your favorite brand is now being milled according to Government regulations. But the name 'Five Roses' which, for over a quarter of a century, has been a positive assurance of quality is still your protection. Users of 'Five Roses Government Grade' flour are assured of the best flour available under all conditions. Fortunate possessors of the famous 'Five Roses Cook Book' can bake with the new Five Roses with practically no change in their present recipes and in the certainty of excellent baking results."

The Campbell Flour Mills, Toronto, have also used big space advertisements to assure the public that war flour will bake good bread. This firm had built up a big business in the smaller sized bags.

Apparently the millers have prevented, by advertising and aggressive salesmanship, the threatened substitution of "bulk" flour for the banned small size branded bags. By the prompt application of publicity, the millers got across to the flour users the idea that flour could only be bought in the larger sizes. The acquiescence of the "bulk" promoters, who neglected to counter-advertise, made it quite easy for the millers to educate the public, who had been buying the smaller sizes, to purchase in larger bags. The change will profit both buyer and seller by the elimination of numberless petty sales.

The Hill-Curtis Company, of Kalamazoo, Mich., has put on the market a machine to convert sawmill waste into a practical domestic fuel. It is intended to advertise the machine in the technical papers reaching the lumber manufacturing field.

PRINTERS' INK'S FOUR-YEAR RECORD OF FEBRUARY ADVERTISING

GENERAL MAGAZINES

	1918	1917	1916	1915	Total
World's Work.....	16,584	23,801	25,123	21,000	86,508
Review of Reviews.....	15,246	26,264	26,936	17,668	86,114
Cosmopolitan.....	118,905	127,964	18,842	18,536	84,247
Metropolitan.....	116,951	127,128	119,827	117,680	81,586
McClure's.....	14,676	21,406	27,304	12,776	75,892
American.....	23,595	23,595	16,589	10,280	74,059
Harper's Magazine.....	13,386	16,482	18,312	17,108	65,288
Hearst's.....	17,583	17,070	20,810	8,176	63,639
Sunset.....	111,723	117,303	18,457	13,728	61,211
Everybody's.....	19,692	11,424	12,625	11,872	55,613
Scribner's.....	12,075	14,798	12,516	12,432	51,821
Red Book.....	19,564	7,504	9,856	6,720	43,644
Century.....	9,290	12,258	9,632	10,164	41,344
Atlantic Monthly.....	8,053	12,739	9,169	6,440	36,401
American Boy.....	7,700	10,916	8,867	7,769	35,252
Current Opinion.....	7,019	8,606	7,927	10,560	34,112
Munsey's.....	3,784	6,213	8,897	8,904	27,798
Boys' Magazine.....	5,351	5,511	6,120	7,470	24,452
St. Nicholas.....	5,160	6,831	5,656	5,677	23,324
Ainslee's.....	2,378	3,539	3,920	3,976	13,813
	248,715	301,352	287,115	228,936	1,066,118

‡ Changed from standard to flat size.

WOMEN'S MAGAZINES

Vogue (2 issues).....	62,266	82,701	70,837	66,338	282,142
Ladies' Home Journal.....	46,468	39,526	27,549	22,817	136,360
Harper's Bazar.....	29,861	46,921	28,756	23,414	128,952
Woman's Home Companion.....	27,960	27,193	23,650	17,502	96,305
Pictorial Review.....	25,800	28,059	23,300	13,000	90,159
Good Housekeeping.....	27,217	26,043	16,780	14,148	84,188
Delineator.....	23,628	19,483	18,279	11,951	73,341
Designer.....	19,555	16,795	15,680	9,966	61,996
Woman's Magazine.....	19,438	16,585	15,553	10,088	61,664
People's Home Journal.....	13,941	15,200	15,207	12,712	57,060
Modern Priscilla.....	9,985	14,331	13,356	12,432	50,104
McCall's Magazine.....	11,826	13,050	13,400	11,792	50,068
Mother's Magazine.....	10,212	9,462	12,965	12,283	44,922
	328,157	355,349	295,312	238,443	1,217,261

‡ Changed from standard to flat size.

CLASS MAGAZINES

System.....	43,740	35,616	29,834	26,105	135,295
Popular Mechanics.....	29,728	45,500	32,900	25,844	133,972
Vanity Fair.....	26,664	46,206	41,989	17,537	132,396
Country Life in America.....	23,187	37,497	30,240	23,688	114,612
House and Garden.....	24,291	27,317	18,541	11,081	81,230
Popular Science Monthly.....	20,863	24,802	16,330	16,284	78,279
Garden.....	12,561	17,290	14,280	13,860	57,991
Physical Culture.....	115,827	14,768	10,207	9,632	50,434
House Beautiful.....	11,087	13,037	13,635	8,625	46,384
Theatre.....	7,838	13,776	14,832	7,924	44,370
Illustrated World.....	7,863	10,879	12,836	5,712	37,290
Field and Stream.....	8,150	9,937	9,422	7,952	35,461
Travel.....	7,916	7,547	6,404	6,524	28,391
International Studio.....	5,411	7,206	5,822	7,760	26,199
Outing.....	5,730	5,494	6,997	7,560	25,781
	250,856	316,872	264,269	196,088	1,028,085

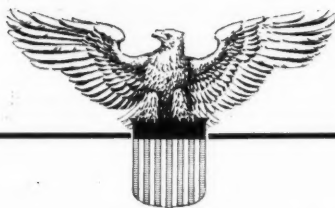
‡ Changed from standard to flat size.

WEEKLIES (4 January Issues)

Saturday Evening Post.....	141,931	138,106	*100,618	69,116	449,771
Collier's.....	65,817	81,457	*77,051	*55,130	279,455
Literary Digest.....	61,228	54,191	*49,896	*37,184	202,499
Town and Country.....	140,732	152,882	140,628	131,489	165,731
Scientific American.....	28,635	30,688	*32,293	*25,143	116,759
Leslie's.....	34,144	33,586	28,996	17,817	114,543
Outlook.....	*22,859	*36,935	21,056	19,864	100,714
Christian Herald.....	*20,907	*19,154	18,702	15,372	74,135
Life.....	*18,226	19,462	20,332	14,429	72,449
	434,479	466,461	389,572	285,544	1,576,056

Grand Total.....1,262,207 1,440,034 1,236,268 949,011 4,887,520

†3 issues. *5 issues.



Announcing A Series of Weekly Messages from the United States Government to the American People

These messages will appear in *The Independent* every week beginning February 9. Prepared by

GEORGE CREEL

Chairman of Committee on Public Information. Appointed by

PRESIDENT WILSON

It is your privilege and duty to know and understand more clearly what your Government is doing—and why. America's ability to take her full part in winning the War depends first of all upon a thorough understanding of

her problems by every American citizen.

President Wilson says:

"The War is bringing to the minds of our people a new appreciation of the problems of national life. . . . These and other lessons of the War must be learned quickly if we are intelligently and successfully to defend our institutions. When the War is over we must apply the wisdom which we have acquired in purging and ennobling the life of the World."

Here, in the Government's message week by week in *The Independent*, you will find clarified and *explained* the problems we must think clear through and the lessons we must learn by heart.

Second Message out this Week—"A WAR OF PEOPLES"

The Independent

with which is incorporated

HARPER'S WEEKLY

119 West 40th Street, New York City

The Little Schoolmaster's Classroom

WHILE a thorough knowledge of advertising is generally regarded as indispensable in a candidate for the position of advertising manager, occasionally the Schoolmaster has run across instances in which success has been attained by men who were ignorant of even the fundamental principles of the subject when they were engaged. These exceptional cases, however, afford no encouragement to candidates for such positions who have an idea that they can get away with the job by pretending to have what they do not possess—experience in the ad field. An examination of the facts in each instance where a man without a practical knowledge of advertising has made good as advertising manager, usually reveals the secret of his success.

* * *

A few days ago the Schoolmaster met the head of the advertising department of a large manufacturing firm who belonged to this class. He went to the company two years ago to organize classes in the educational department. He showed so much ability in this direction that he was soon placed in charge of all the welfare work of the company. The president, who had hired and fired a dozen or more advertising managers, was so much impressed by his grasp of the problems that were put up to him that one day he called him into his office and told him he wanted him to take the position of advertising manager. The young man said he knew nothing about advertising and therefore could not possibly direct the department. The president said he was satisfied that he was the right man for the job, in spite of his inexperience. He could study books on advertising and through inquiry and persistent effort could soon learn enough about the subject to carry on the work. Too much would

not be expected of him at the start. Under these circumstances the young man reluctantly consented to take the job and do the best he could.

During the next few months he studied advertising with all the fervor of an enthusiast. Someone called his attention to PRINTERS' INK, which was on file in the office. He took some of the volumes home and read the articles they contained that dealt with such important subjects as copy, mediums, campaigns and merchandising problems. He studied more carefully than ever before the business of the company, its policies, its products, its manufacturing processes. He went out with salesmen and listened to the arguments they put up to prospects and the latter's replies to them. From these and other sources he absorbed so much knowledge that at the end of a few months he was able to prepare copy and plan an advertising campaign that won the warm commendation of the president and proved to the latter's satisfaction that he had made no mistake in placing the advertising department in the young man's hands. The secret of the latter's success was that he knew thoroughly the company's manufacturing and selling propositions.

* * *

The assistant had worked up a letter to the dealer trade, and a nice smooth-reading letter it was. It told the dealers of how the manufacturer expected to run a regular round-table department in the house-organ, in which would be printed better-business methods of all kinds. It suggested to the dealers that undoubtedly they were using some little expedients that they had found were well worth while, and so on.

"That letter reads well," commented the Old Man, "but it's a gun-shot and it isn't going to hit any special subject. It will be

something like the cub reporter's asking what the news is to-day. The one he asks always says 'Nothing that I can think of,' whereas if the cub asked about some special subject or event he would always get a comment. Now if you were to go after dealers and ask one question at a time and let that question deal with a specific phase of their business you would get many more come-backs. Suppose, for example, you ask one time how far they make use of the telephone in their selling, and then another time ask

what their experience has been in having their outside salesmen use the automobile."

* * *

Manufacturers of dynamite have always had more or less difficulty in inducing storekeepers to sell their product. Dynamite is handled principally by the hardware trade. The claim is most apt to be made by the dealer that there isn't sufficient profit in the commodity to offset the bother of handling it.

It has remained for M. C. Potter, an explosives demonstrator

The Rapid Electrotrope Co.

W. H. KAUFMANN, President and General Manager

Makers of all kinds of Advertising Plates and Trade Cuts, including Stereotypes and Mats, by the wax or Dr. Albert Lead Mold Process. Sole owners of U. S. Letters Patent on Aluminotype.

New York Cincinnati Chicago

The Largest Makers and Distributors of Advertising Plates in the World

REFERENCES:—Any five national advertisers you may think of. If you ask them, you will, perhaps, find that several of them already know what Rapid's Service means.

The Electrical Experimenter



The Electrical Experimenter

now in its fifth year with a circulation of 100,000, has the largest circulation of any electrical periodical printed in the United States and abroad. It caters to young men and grown-ups with hobbies, who can afford to spend money. An ideal publication for all electrical and mechanical advertising as well as instruction.

The January issue carried 8,248 lines of paid advertising. Over 200 papers and periodicals quoted from the columns of THE ELECTRICAL EXPERIMENTER last month. Send for circulation statement and rates.

Experimenter Publishing Company
260 Fulton St., New York City

To **KNOW** how to make your Advertising pay better | TALK WITH **Heegstra**

H. Walton **HEEGSTRA** Inc.—MERCHANDISING—25 E. Jackson Boulevard, Chicago

"GIBBONS Knows CANADA"

Booklets-Catalogs

MANY of America's prominent advertisers, advertising agencies and commercial houses requiring high-class work use the

CHARLES FRANCIS PRESS

Printers of PRINTERS' INK

461 Eighth Avenue New York City

MARTINI

**PRINTING CRAFTS BUILDING
461 EIGHTH AVE., NEW YORK**

**ORIGINAL
ADV. DESIGNS
REALISTIC ■ DECORATIVE**

The Idea That Got This Man His Present Job

Out of an unimportant item which he found a large manufacturer making for a jobber, he has created an extensive new department. This specialty now nationally advertised and is the leader of the whole business. This man is a

Resourceful Sales Executive

Broad experience. Knows how to manage men and territories. Has trained himself to find the unrecognized opportunities in both selling and advertising. Present job secure, but wants larger field. Age 38, married, American. Apply "D," Box 94, care Printers' Ink.

BINDERS FOR PRINTERS' INK

65 cents each postpaid
PRINTERS' INK PUB. CO., 185 Madison Ave., N.Y.

of Iowa, to show to the dealers in his locality that they have been taking too narrow a view of the dynamite question.

The automobile owner, be he farmer or banker, demands good roads. Since the advent of the automobile in Iowa, storekeepers in towns off the main highways have been losing a great deal of valuable trade. It has been demonstrated that the motorist would prefer to drive his machine fifteen miles over a good road to a store in a distant town rather than four or five miles over bad roads to a nearer store.

Mr. Potter tells of a neighboring town off the main highway that was losing its agricultural trade because of bad roads leading into it. The main trouble was a hill which the automobiles had great difficulty in climbing. At a cost of \$100 for explosives and labor, Mr. Potter cut down the hill so that ordinary machines can now go over it on high. As a result, the farmer trade has been coming back to the stores in the little town and a larger place, which is really the logical trading point for the region, is losing that trade because the roads leading into it are bad.

Thus it is indicated that the dealer's attitude toward the explosives trade is wrong. It would appear that there is more to the subject than merely the profit on the sales of explosives. Dealers may come to realize more and more as the ownership of automobiles among farmers increases that their general trade is in the balance, and that good roads are the key to the situation. When they come to understand that they will also appreciate the fact that it is to their interest to push the sale of dynamite at least for road building, even if they make no profit at all on the sale of the goods.

* * *

How to interest children in a product that is used principally by grown-ups is a problem that has claimed the attention of a number of manufacturers. The Ponds Extract Co. worked out a

line of copy a while ago that did the trick. The advertisements, which appeared in a leading juvenile publication, told of the adventures of a boy and girl in traveling in foreign countries where they saw the different uses to which the extract could be put. The story was so cleverly and entertainingly written that the youngsters became as much interested in reading the advertisements each month as they would in reading a story in the fiction pages of the magazine.

How the Ponds Extract Co. found out that the advertisements were being read by the young people was as follows: The advertising manager had been asked whether the ads appealed to the subscribers and he had replied that there was no doubt about it in his own mind, but would suggest a test that would prove it. He proposed that a coupon be printed at the bottom of next month's ad offering a "surprise package" of samples of the company's products which it had been distributing among certain classes of prospective customers. These packages actually cost \$1 apiece. The company, believing that not more than a few hundred coupons would be filled out and sent in, readily consented to shoulder the expense of the test. The advertisement containing the coupon appeared in due time and during the next few weeks huge bags of letters enclosing coupons were received by the company. When they were counted it was found that 8,000 had been received. While the expense involved in making the test was far heavier than the company had expected, it was regarded as a good investment.

* * *

Is the day fast approaching when every business will be a profession and every profession a business? It is certainly true, for instance, that advertising, which was a business twenty years ago, is now getting rapidly on a professional basis; and there are straws in the breeze which indicate that several of the professions are losing their former

Trademarks Headquarters

MASON, FENWICK &
LAWRENCE

TRADEMARK LAWYERS

Washington New York Chicago

Established 1861

Booklet Gratis

Some of the largest advertising agents,
lithographers and manufacturers
use our expert service

Send One Dollar For "How To Make Type Talk"

By BARNARD J. LEWIS

Any advertising man or woman, printer or compositor, who can't get a lot more than a dollar's worth of actually usable suggestions from it, can get his dollar back in a jiffy.

It doesn't preach—it shows how.

The Stetson Press 195 Fort Hill Sq.
BOSTON

INDESTRUCTIBLE ADVERTISING



If you have a trade mark, ask us about prices on Papier Mache Reproductions. Old King Cole Papier Mache Co., Canton, O.

Use Lantern Slides for Advertising



They are like business cards. They suggest the company and its goods. The screen is the best advertising medium. Unique Slides add punch to any display. Write to us.

UNIQUE SLIDE CO.,
717 Seventh Av., N.Y. City

\$50.00 Prize

Something permanent for the windows, unique and telling to identify dealers who sell Emerson Records. Prize of \$50.00 for best suggestion with sketch or drawing and color scheme submitted before March 15th midnight; \$5.00 for any other idea used. Get your thinking caps on, all ye idea men! For further information and particulars address: Special Contest Bureau,

Emerson Phonograph Co.
3 West 35th Street, New York City



**PETERSON
& DEAN**
GRANDRAPIDS, MICH
ADVERTISING



CLIMAX
SQUARE-TOP
PAPER CLIPS
PATENTED DEC 12, 1916

Pat. Dec. 12, 1916.

"CLIMAX" Square-Top Paper Clips are conceded by thousands of constant users to be by far the BEST, MOST ECONOMICAL AND SAFEST.

PRICES F. O. B. BUFFALO

Packed 10,000 to the box

10,000, 15c. per M 100,000, 8 1/2 c. per M

50,000, 10c. per M 500,000, 8c. per M

Packed 1,000 to box, 2c. per M extra

BUFFALO AUTOMATIC MFG. CO.

457 Washington Street, Buffalo, N. Y.

GREATER N.Y. SLIDE CO. ORIGINAL & SAMPLES IDEAS SUBMITTED QUALITY SLIDES FOR THE MOVIES 154 West 45th St.

contempt for business methods and business ideas.

The Schoolmaster was reminded of these facts when the other day he got a letter from an architect whose specialty is designing homes. "You wouldn't expect an architect," he writes, "to get very much out of the experience of the big-business articles which appear in **PRINTERS' INK**, but they do give many ideas. Frequently I clip an entire article, and sometimes two, that is of interest. I have been a subscriber for several years."

Our friends on the other side of the Atlantic used to reter somewhat contemptuously to America as a "nation of business men"; only they used a harsher term. It sometimes seems as though that charge were some day to be true; and the Schoolmaster won't regret it. There are many worse things to be interested in than the great, marvelously complex modern machinery of industry.

Publicity for Governments— Why Not for Corporations?

The first plank in President Wilson's peace programme is the one which eliminates secret diplomacy and which would make all secret agreements null and void.

If inside bargaining is going to end for governments, why should it not also end for corporations? If it is practical to have the searchlight of publicity concentrated on the deliberations of ambassadors representing their respective peoples, it surely should be policy to follow the same course with respect to the relations between directors and the people they represent—the investors in any given corporation.

It is the spirit, not the letter of the new ideal of publicity which counts. It is remarkable in a generation which has seen this mighty force clean up one problem after another that Publicity, once looked upon with suspicion in many quarters, is now hailed as the first principle governing world peace.—"Odd Lot Reviews," New York.

Landry Succeeds Newmyer in W. S. S. Work

S. O. Landry, president of the Chambers Advertising Agency, Inc., New Orleans, has been appointed State Director for the War-Savings Stamp campaign in Louisiana and Mississippi. He takes the place of A. G. Newmyer, of the New Orleans *Item*, who has been acting as director but has given up the work because of other Government duties to which he has been called.

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost forty-five cents a line for each insertion. No order accepted for less than two dollars and twenty-five cents. Cash must accompany order. Forms close Monday preceding date of issue.

HELP WANTED

Weekly trade journal needs advertising salesman with business paper training. Opportunity for young, capable man. State age, experience and references. Box 762, care Printers' Ink.

AGENCIES Attention!

Advertising agencies or publishers' representatives in Detroit—Akrón, Boston—Chicago—Philadelphia—San Francisco. Attractive commission arrangement. **Ford News, Long Island City, N. Y.**

Wanted: Merchandiser for Pharmaceutical Products. Must be experienced man with big selling experience and also an organizer. Big opportunity for right man. We want to find the right man for one of our customers. Address: Frederick C. Matthews Company, 63 Mullett St., Detroit, Michigan.

Advertising salesman. Headquarters New York. Established export and auto papers. Salary and expenses. Export knowledge desirable. Better opportunity for experienced trade paper or magazine representative seeking bigger field. To receive consideration, give full particulars. Confidential. Box 769, care Printers' Ink.

Assistant Artist and Layout Man

Service department of large and rapidly growing technical monthly wants capable young man to assist in art department. Must be mechanical draftsman, good letterer and junior artist. Apply, stating age, experience and enclose few samples of work (will be returned). Box 759, care Printers' Ink.

ADVERTISEMENT WRITER

Wanted as assistant to Advertising Director of large St. Louis Department Store. Splendid opportunity for capable, resourceful and experienced man. State age, experience, salary expected and submit samples of recent work. Famous & Barr Company, St. Louis, Mo.

Artist wanted who can execute quickly. Must be full of advertising ideas. Permanency desired in well established Agency. Salary and Commission. Capehart's, Times Bldg., New York.

National Advertiser in Toronto, Canada, wants copy writer—preferably one with retail store experience—to prepare newspaper and direct-by-mail advertising campaigns for retail dealers. Applicant must not be liable for Military Service in the near future. Please give full particulars of experience and ability in first letter, but do not send samples of copy until requested.

This is a real opportunity for a man who wants to join a big and rapidly growing organization. Box 766, care Printers' Ink.

A correspondent—in the active sense, not the passive—a salesman by mail, not a writer of pretty letters.

A man is wanted who can write letters with action in them and plenty of good, common-sense and human understanding. He must understand the viewpoint of the small-town merchant as the letters will be directed to trade of that class.

Actual selling experience is preferred because if the desired result is not obtained by correspondence, the man must be qualified to follow his letters with a convincing personal interview.

Give full particulars in first letter. Box 764, care Printers' Ink.

The position of assistant to the manager of one of the leading engineering publications is open. We want an ambitious, energetic and resourceful man, preferably one who has had experience in the advertising and sales departments of a manufacturing plant. There is a splendid future for the right man. Address Box 775, care Printers' Ink, giving salary desired and references.

A firm which publishes several well-known trade papers needs a man to supervise the make-up and printing of its magazines and to do a certain amount of non-technical editorial work. Experience in such work is desirable but not essential, but applicant must have a general knowledge of how printing is handled. The ability to write good English is essential. A young man with a college education would be preferred. The salary will be moderate at the start (about \$30.00 per week) but every opportunity will be given for the right man to make himself more valuable. Apply by letter, giving qualifications, age, and whether married or single to Box 767, care Printers' Ink.

Young man wanted to start at bottom of advertising business, selling classified advertisements for larger New York newspaper, to see what sort of a future he can work out for himself.

The work will be hard, hours long, and first earnings small. But the opportunity to learn the advertising and modern newspaper business, and to advance in salary and responsibility, is exceptional.

Only the most promising candidate—obviously willing to give his entire time and energy to the work, to go through a long period of advertising selling training, to be able to master the most difficult obstacles—will be considered. Apply, giving age, education, nationality and three references, to Box 757, care of Printers' Ink.

A large and rapidly developing technical publication is in the market for an advertising salesman. We want a man of pleasing appearance, ambitious, resourceful and a hard worker, who is looking for the possibility of a splendid future rather than merely for an easy berth. Address Box 774, care Printers' Ink.

MISCELLANEOUS

For Sale: SEYBOLD TRIMMER

Three-knife continuous trimmer in first-class condition can be bought very reasonably. Address P. F. Collier & Son, Inc., 416 W. 13th St., New York City.

ROMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable bureau. Write for circular and terms.

LETTER SHOP for sale. Prosperous Pittsburgh District. \$20,000 yearly sales. Fully established and equipped. Incorporated \$5,000 laws state Pennsylvania. Price \$5,000. Excellent chance for advertising man in letter work. Box 768, care Printers' Ink.

I am about to be drafted and The Nutley (N. J.) Sun, weekly, of which I am editor and manager, must be sold. Only paper in live suburban town of 8,400. Established 21 years and has always made money. Plant inventories \$10,000. Must have substantial cash payment. **JOHNSON FOY.**

THE RAY ADDING MACHINE Saves Time, Money, Labor. Costs less than an average mistake—only \$25. Adds with speed and accuracy of highest priced machines. Also directly subtracts. Used by U. S. Govt., International Harvester Co., B. & O. Ry., business and professional men everywhere. Handsome desk stand free. Send no money, but write for 20 days' free trial. The Ray Company, 1561 Power Bldg., Richmond, Va.

FOR SALE Three Dexter Sextuple Pile-Feeding, Folding, Gathering and Wire-Stitching Machines

Maximum number of pages is 48 made up as follows: 4-8-16-4-8-8. Maximum size of the 16 page sheet 33 x 46. Address P. F. Collier & Son, Inc., 416 W. 13th St., New York City.

POSITIONS WANTED

Advertising and write-up man. Capable energetic young executive, technical training and analytical powers; making good and open for larger opportunity. Box 758, care Printers' Ink.

Newspaper Adv. Mgr.-Solicitor, creative, versatile, successful; college graduate, employed; 27, married. Agency or newspaper position with future. Salary \$40. Box 781, Printers' Ink.

Assistant Advertising Manager

Are you looking for a capable, energetic young man with experience in direct mail advertising? If so, address Printers' Ink, Box 778.

YOUNG MAN

Agency and college training. Would make crackerjack assistant to advertising executive. O'Kayed by big ad man. A comer. Box 776, care Printers' Ink.

LAYOUT—DETAIL—IDEA MAN

of 10 years broad and diversified experience covering all phases printing and advertising routine seeks engagement. Box 771, care Printers' Ink.

"Optimistic William" wants work. Can plan and write commonsense advertising—letters, booklets, ads—that make dreams come true. Twenty years' experience. No satisfaction, no pay. Smile—and try me. Box 772, P. I.

Young man (21), not in draft; 4½ years practical agency experience—soliciting, service, layout, writing, office detail. Now as office manager, but seeks wider scope. What offers? Box 777 care Printers' Ink.

New York Agency Copy—Plan—Layout Man—Over 8 years' experience in mail order, general and retail advertising. Draft exempt. Now employed. \$35-\$40 a week and percentage on business I may secure. Box 779, P. I.

Young advertising man, agency experience, handled part of two of largest accounts in U. S., university graduate, copy and newspaper writer, now publicity director for 10 million dollar motor car concern, 27, draft exempt, no theorist, wants agency or automobile connection. Box 761, care of P. I.

House Organ Editor

Copy Writer of several notable successes in selling field—Big Producer and Sure Result Getter—immediately available on account of radical readjustment of industry affected by war. Address Box 765, care Printers' Ink.

HAVE YOU THE OPPORTUNITY

For a Sales Promotion or Advertising Manager who has edited successfully house-organs, prepared catalogs, specialized on sales letters and can show splendid record of results. Excellent understudy for big general manager; draft exempt. Box 783, Printers' Ink.

Experienced newspaper man desires position as Publisher, General Manager, or Business Manager. Has specialized in publicity and newspaper feature service. Will consider executive position with advertising agency, advertising sales manager, correspondent or credit man for live organization. Address C. S. Clark, 2049 E. 96th Street, Cleveland, Ohio.

A Young Advertising Executive

Age 33, college education. Capable of managing small department or would make a dependable assistant to a big advertising manager. Experienced in writing and preparing booklets, catalogs, etc., and buying of printing. Intimate knowledge of the tools of advertising. Knows trade promotion work both from the inside and outside. Address Box 763, care Printers' Ink.

Business Executive

We wish to place an exceptional business executive. He is a man of national experience and very high reputation. Has just resigned as Vice-President, General Sales and Advertising Manager of big corporation. Age 35—married—Protestant—American. Exceptional personality and appearance—unquestionable ability. Will start at reasonable salary with good future. Box 780, care of Printers' Ink.

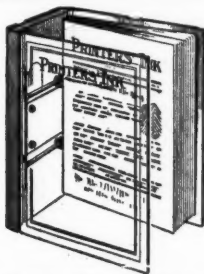
Young Man, 19, High School graduate. 1½ years experience in advertising department large department store. Knowledge of type and layouts; ability to write. Wants opportunity in agency or advertising department where he can grow. Box 770, care Printers' Ink.

I am familiar with inside agency work—contract and mechanical product—ten years sound experience; with special knowledge of magazines and newspapers. I am married, draft exempt, young enough to realize I cannot possibly know it all, mature enough to be valuable, with my best years ahead of me. I want to join a high grade agency, either on contract or production work. I want a moderate living salary. Who wants me? W. V. F., Box 773, care Printers' Ink.

Experienced Agency Production Manager Seeks New York Connection

American Protestant, highly efficient, many years' training in all agency detail, seeks opening in New York advertising agency. A super-service man, as will be attested to by previous employer. Now with one of the largest agencies in the country. An A-1 office man; effective art and typo layouts; keen buyer of all dealer helps; tactful correspondent as manager of service department between client and agency; right-hand man to all account executives. Makes closing dates and is the "He" in "He who lowers the cost sheet rules the industrial world." Conclusive references on demand. Box 783.

BINDERS FOR PRINTERS' INK



*65 Cents Each—Postpaid

PRINTERS' INK binders will hold an average of ten copies each. Figure five binders for a year's copies. Each issue, as received, can be securely fastened in the binder, by a very simple arrangement, and will open like a book, with all inside margins fully visible.

Made of heavy book board, insuring durability. Covered with strong black book cloth; lettered in gold.

PRINTERS' INK PUBLISHING CO.
185 Madison Avenue - - New York

*Where two or more are ordered at the same time, the price is 60c. each, plus actual shipping costs.

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Outdoor Advertising in England

Thanks to a business man, Sir Hedley Le Bas, the British Government has been taught the value of advertising. He is one of the biggest book publishers in England and the first to take a full page in a newspaper to advertise one of his publications. It created a sensation, but it made the book a best seller. When the great war broke he was made a member of the Parliamentary Recruiting Committee. It was Sir Hedley who persuaded Kitchener to advertise for recruits. That advertising campaign for the Kitchener army was the first gun in a continuous publicity campaign that first recruited men, then sold war bonds and now saving English food. It has made the billboard and printer's ink first and best aid to every government need. Advertising has become a national habit.

Jan. 12, 1918
Saturday Evening Post

**Outdoor Advertising was employed
by the British Government to reach
the multitudes in England.**

**Let us show you how we can deliver
your message to the people of the
United States and Canada at
minimum cost.**

Thos. Cusack Company

CHICAGO

NEW YORK

Largest Advertising Company in the World

A certain Western manufacturer had maintained a Chicago office and sales force for thirty years. He thought he knew all there was to be known about the local market for his product. He thought he had covered Chicago as thoroughly as possible. He was a national advertiser and was fighting in every market to maintain his thin layer of business. He decided to take the advice which The Chicago Tribune has been giving manufacturers in season and out of season for years. **AS A RESULT, IN THIRTY DAYS HE INCREASED HIS DEALER DISTRIBUTION IN CHICAGO ALONE OVER 200%—and this before even a line of advertising had been run.**